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KEY: The combination of numerals indicates the date of publication and number of page. Thus, "7-7:58" means the issue of July 7, page 58.

ABC Week set for Chicago, 10-13:30
Abramson, Jesse, heads N. Y. football writers, 12-8:38
"Adams Plan" makes headway, 8-18:68
Adler, Julius Ochs, Education first need of Japan, 9-15:60
Advertising:
  Abuses, guard against newcomers', Boston, 10:20:10
  Ads make rockets, set off fireworks, 7-28:30
  Advertisers comment: "It's good to be back," Feezel, 7-21:12
  Advertisers to sponsor food column, 12-22:12
  Agencies:
    Allied Advertising Agencies, Florida, Inc., new, 12-8:66
    Among advertising folks, 7-7:58, 7-14:54, 7-21:58, 7-28:78, 8-4:64, 8-11:62, 8-18:64, 8-25:58, 9-1:58, 9-8:82, 9-15:76, 9-22:67, 9-29:64, 10-6:72, 10-13:70, 10-20:60, 10-27:42, 11-3:66, 11-17:76, 11-24:72, 12-1:64, 12-8:74, 12-15:82, 12-22:62, 12-29:60
    Bauer and Black to expand '46 ads, 12-22:68
    Beaumont and Hohman anniversary, 10-27:80
    Biddle, Everett D., moves office, 11-10:24
    Campaigns and accounts, Feezel, 7-7:12, 7-14:10, 7-21:12, 7-28:12, 8-4:12, 8-11:12, 8-18:16, 8-25:12, 9-1:12, 9-8:12, 9-15:12, 9-22:12, 9-29:12, 10-6:12, 10-13:12, 10-20:12, 10-27:12, 11-3:12, 11-10:12, 11-17:12, 11-24:10, 12-1:12, 12-8:12, 12-15:14, 12-22:12, 12-29:12
    Garfield and Guild win Creative Awards Cup, 8-25:26
    Henke, Mors and Govan, Inc., new, 12-15:40
    La Roche and Ellis, organized, 12-29:10
    Lennen and Mitchell offer staff stock, 12-29:10
    MacManus, John and Adams, make changes in official list, 7-28:85
    Milne and Co., elected to AAAA, 9-8:24
    Needham, Louis and Brorby, ex-servicemen return to 12-1:12
    Perry's Advertising Agency, new, 12-1:36
    Pershall, J. R., to start own, 12-22:34
    Reincke, Meyer and Finn, organized, 12-29:10
    Research plan calls for machines, Feezel, 8-4:50
    Shaw-Le Valley, Inc., new, 11-10:40
    Sutnar, Flint and Hall, 7-14:40
    Swafford and Koehl, changes name, 12-22:12
    Want notice of altered rate quickly, Rovner, 12-29:12
    Wilson and Haight open N. Y. office, 7-14:48
    Young and Rubicam:
      House ad has traveled far and wide, 7-21:14
      Mexico City office, 10-13:66
      Pratt, Curtis G., returns to, 12-8:9
  Ahead for radio sales, 7-28:10
  Air travel, boom as restrictions go, Weingarten, 9-22:12
  Airline, Phila. presages flood of, 7-21:46
  Airplane, response good in, 9-29:14
  All offered is run by Pantagraph, 7-21:42
  "American Network" plans are detailed, Feezel, 12-15:8
  Antitrust phase of, discussed by Berge, 12-15:42
  Appliances, newspapers best medium for, Brandenburg, 9-15:10
  Armstrong ads build brand recognition, 12-29:8
  Assigned role for Evangelism in England, Heighway, 12-15:11
  Auto industry readies huge program, 8-25:11
  Auto union uses, 10-27:12
  Aviation copy added in study, 11-24:77

  Banks:
    New services, 10-13:69
    Personal appeal in series, 9-22:16
    Trust department boosted by ads, Taylor, 11-17:40
  Beauty shops are live prospects, Fehlman, 9-22:50
  Beer sales, pretty girls jump, 9-1:30
  Bendix Home Appliances, 12-8:22
  Birthday ads, N. Y. store hails 48 states in, 9-22:20
  Bond drive, June war effort, 9-8:68
  Borton, Elon G., sees economic, social role for, Brandenburg, 7-21:30
  Bowles boosts, 10-13:7
  British Columbia, series to develop, 9-8:36
  Budget slash forecast under OPA price rule, 9-8:20
  Bureau, *see* Bureau of Advertising, ANPA
  Business school, Fehlman, 11-17:58
  C and O, urge confidence in job future, 8-18:16
  Cadet nurse drive, 9-1:14
  California dairy industry campaign, 11-3:30
  Carpet makers urged to up budgets, 10-20:12
  CED spokesman calls for boost in, 9-29:30
  Church (Editorial), 12-15:50
  Churchmen told to utilize, 12-8:87
  Civic program launched by New Orleans, 9-1:26
  Classified, *see* Classified
  Coal copy, let score—but lower your voice, Fehlman, 7-21:46
  Community:
    (Editorial), 12-15:50
    More employers, more jobs, theme of, Mack, 12-15:9
  Competition keen, publishers reminded, 10-6:74
  Consumer interest found keen in, 8-11:77
  Contractors' allowance rules revised, 8-18:22
  "Co-op" copy help for progressive grocer, Smith, 7-14:9
  "Corner" grocer, ads held "must" now for, Fehlman, 12-15:72
  Crosley Institute defines newspaper use for dealers, Mahan, 11-24:7
  Curtain sales huge from idea plus ads, Bailey, 12-15:36
  Daily drops, to serve news to commuters, 7-14:10
  Display, Tucson dailies halt, 9-29:32
  Do more than stimulate sales, Cone, 12-15:81
  Druggists:
    Frequency brings rise in sales, 9-8:30
    Space in local daily serves best, Fehlman, 9-1:26
  Ehlers proves steady newspaper ads pay, Feezel, 9-8:12
  El Padre Cuban Rum tops competitors with, 11-3:38
  Electrical repair, work two ways, Fehlman, 7-7:22
  European, U. S. advertisers buy in, 12-22:58
  Exchange ads, increase Ward store traffic, Feezel, 11-10:36
  Fat salvage, 8-18:80
  Fitzgerald, John T., sees bright future, 10-20:15
  Food:
    News-size type face for, Fehlman, 8-4:63
    Readership analysis used to simplify store ads, Walker, 11-24:9
    Spurt of ads coming, GMA hears, 11-10:16
    Stouffer, staff, public respond to, 8-11:12
  Four-city test campaign triples Fawcett sales, Rovner, 12-8:12
  Free enterprise needs, Robinson, 12-15:55
  G. I. bill of rights seen good bank copy, Fehlman, 11-3:60
  Gannett daily's ad-selling book big success, 7-21:42
  Gas industry steps up newspaper campaign, Rovner, 12-1:12
  Gasoline firms have ads ready, waiting, Feezel, 8-25:11
  General Electric agency to check on cooperative cost, 12-15:14
  General Motors cancels on struck products, 12-1:72
  Government view on (Editorial), 12:15:50
  Great power of, lies in selling ideas, Field, 11-17:10
  Hartford's plant city, adopted as CED pattern, Walker, 9-8:9
  Heating business, Fehlman, 9-8:38
  Help wanted, in "display" draws results, 12-22:70
  Help workers find new jobs, 8-25:62
  Helping doctors restore practice, Martin, 12-1:50
  Hometown Group tells about "Market No. 3," Rovner, 10-27:12
  Hospital ad schedule is community "must," Fehlman, 8-25:62
  Hospital drives opportune now, Fehlman, 10-27:74
  Hotpoint ads carry price of products, 11-10:36
  Ice Institute plans big drive next year, 12-15:14
  Idea service department, Kendall, 8-11:13
  In study No. 90 note high readership, 11-17:30
  Industrial, labor paper's manager urges, 12-1:60
  Industry prepare public for transition, Weingarten, 8-25:10
  Instant coffees seen linage makers in '46, Feezel, 12-15:76
  Institutional:
    Co-ops plan, 7-28:42
    Industry urged to use more, 11-10:60
  Insurance groups:
    Campaign mapped for, Rovner, 11-24:10
    Life, starts new drive, 7-28:40
    Put on regular schedule, Fehlman, 8-11:48
  Job, new (Editorial), 9-15:46
  Kellogg promotes food and fashions, 12-8:58
  Key to expansion, 9-29:32a
  Knoxville atom ad caps full production effort 9-15:42
  Layout grief solved by dummy, 7-14:61
  Layouts, how to arrange for, Hoffman, 7-14:62
  Linage:
    August, 9-22:58
    Automotive biggest rise in Sept., 10-27:82
    Canada up, 8-11:32
    Canadian dailies report big, 7-21:48
    Heating business, Fehlman, 9-8:38
    June down 4.5%, 7-21:58
    Leaders in 7th War Loan, 9-15:80
    Small dailies continue gains, 8-11:22
  Linage in principal cities:
    August, 9-29:78
    July, 9-1:66
    June, 7-28:82
    October, 12-1:72; 12-8:86
    September, 10-27:82
  Liquor:
    CBS answers critics, Walker, 8-11:73
    Dealing with sober subjects, Weingarten, 9-1:12
    Lausche, Frank J., warns censors of, 11-3:32
  Local copy, NAM urges industry use, 8-25:10
  Louisiana's all-girl staff, 7-21:60
  Mail order copy, sell out-of-towners with, Fehlman, 10-13:68
  Managers plan strong drive for new business, Phillips, 10-13:10
  Manpower (Editorial), 7-28:48
  Market, mirror owner's life and times, Feezel, 12-8:58
  Marquette Cement Mfg. Co., debunks "huge" profits in, 10-27:42
  McClung, Mary, finds picture dark in France, Feezel, 10-13:12
  McCormick describes power of, 12-22:38
  Men who have sold products urged as admen, Lewis, 12-8:34
  Michigan Medical Society plans campaign, 11-24:60
  "Miracle Pen," Gimbels gets results from, Feezel, 11-17:74
  Music stores ready for steady campaign, Fehlman, 10-6:50
  National:
    Merchandising cuts loss in, Ward, 8-18:26
    New peak seen possible in, 9-8:68
    Retail, book service boosts, Staunton, 11-3:52
  Network, group of dailies moves to create, 9-22:11
  New England group approves ad network, 12-22:16
  New York Stock Exchange, press "ideal" for, 8-18:52
  Newlywed couples ready to buy, Fehlman, 9-29:66
  Newspaper ads called "business insurance," Feezel, 9-29:38
  Newspaper formula to simplify placing, Walker, 8-25:7
  Oakite Products, 9-15:12
  Oil firms see need for heavy programs, 11-17:60
  Outlook bright, Pacific AAAA's told, Watson, 10-27:22
  Pacific Coast ad dollar evaluated, 10-13:20
  Packard, helps dealer relations, 11-10:40
  Persuasion put before compulsion, Feezel, 9-29:12
  Philadelphia Inquirer ads modernize museum material, Duke, 12-8:24
  Pillsbury ad drive, 11-10:40
  Plastic records, 9-1:38
  Promotion, weeklies to expand, Brandenburg, 11-3:68
  Public relations:
    ANA head stresses, 9-15:38
    On team with, Weingarten, 7-7:30
    Railroad in 26th year, 9-15:12
  "Pull," basic steps to increase, 10-6:49
  Quakers' ads plead for Europe's hungry, Duke, 12-15:84
  Race track, in 79 papers, 11-10:24
  Real estate, 10-13:18
  Realty ad condensors spanked by agency chief Mann, 12-15:22

Recipe a week lands fish buyers, Fehlman, 7-28:58
Reflects parade of news heads, 8-18:38
Regional advertisers waiting to be sold, Fehlman, 8-18:75
Retail trends, postwar, 10-13:8
RFC depends on ads for sales, 7-28:10
Salesman uses airplane to sell space, 10-27:64
"Scare" ban continuance urged by WPB, 11-3:63
Scott Radio Laboratories budget, 12-1:64
Sell "The American Way," Feezel, 12-1:9
Shoe ads, four-color, stirs up business, 7-21:46
Simple copy chosen best in, 10-6:76
Space competition, publishers warned of, Rovner, 11-10:12
Space cuts by Phoenix papers, 12-15:88
Space-saving; deals yield $40,000 a year, 9-29:3 8
Style, feature provides data for ad writers, 11-10:73
Surplus property (Editorial), 8-4:42
Test insertions increase Pocket Books sales, 11-10:24
Texas lawyers may advertise, 12-8:40
Things advertisers learned during war, Fehlman, 12-22:54
Tobacco shop finds continuity pays, Fehlman, 10-20:54
Tools outlined for space sellers, Singer, 8-25:24
Trade papers, Irvin dissects, 10-13:62
Trends, Wisconsin newsmen weigh, 9-29:60
Trolleys ask public, 11-10:24
Union Oil Co. promote free enterprise, 7-14:55
United Church Canvass, 10-13:69
V-loan, business men urged to run, 8-25:14
Walgreen's step up tone of drug store copy, Brandenburg, 12-29:7
War Advertising Council, *see* War Advertising Council
War effort, Jan. to Apr., 7-28:40
War Loan, 8-4:8
War-theme total, 11-3:24
Ward's stores refuse tie-in, 8-11:76
Weekly "news" ads build baby business, Fehlman, 12-1:38
Wine industry to expand, 11-3:50
Wisconsin dailies plan campaign, 12-8:12
Women react to persuasion in, 12-29:20
Women useful selling local, Fehlman, 12-8:64
Yule photo copy timely now, Fehlman, 11-10:60
Advertising Research Foundation:
Reviews special two-day study, 10-13:38
V-E story best-read in surveys, 10-20:34
Air deliveries, rates and regularity govern growth, Walker, 8-25:9
Air travel ads boom as restrictions go, Weingarten, 9-22:12
Airborne paper reaches million Germans a day, Buckman, 9-15:24
Akron Beacon Journal rouses civic spirit, 9-22:18
Aldrich, Lynn E., resigns post at Chicago News, 12-22:10
Alexanderson, George, returns from China, 12-15:30
Allen, Ed., appointed to INS post, 12-22:20
Allen, Henry S., memorial plans complete, 12-29:28
Allen, Larry:
Injured in Poland, 12-22:10
Leaves for Germany, 8-11:44
Allen, Robert S., reports progress as one-arm typist, 7-21:44
Allied Florists' Association, earn boquet on ad program, 7-14:51
AM still waiting for newsprint, 9-15:56
American Civil Liberties Union considers free radio, Walker, 12-1:34
American Legion demands free press around world, 12-1:38
"American network" plans are detailed, Feezel, 12-15:8
American Newspaper Guild, *see* Guild
American Red Cross:
Honors war correspondents, 7-21:50
Names 5 newswomen, 8-25:46
Press section world operation, 9-15:18
American Veterans Committee open to correspondents, 9-8:56
American Weekly Newspaper Publishers Council:
Begins weekly study, 7-21:68
Chartered in N. Y., 9-1:30
American Weekly staff hears plan for "big names," 12-22:72
Anderson, Clinton P., to address AFA meeting, 7-7:12
Anderson, Henry C., named in Portsmouth, N. H., 10-13:36
Andrews, Peter B. B., becomes aide to Steinman, 8-18:28
Apparel men study trade problems, 10-6:36
Apperson, John A., looks back on start of his paper, 12-8:50
Appliances:
Bendix breaks new promotion, 9-22:12
General Mills to push sale, 8-4:12
Hotpoint ads carry price of products, 11-10:36
Newspapers best medium for ads, Brandenburg, 9-15:10
Trade votes to stress brand products, 7-28:25
Argentina:
(Editorial), 7-14:34
Editors jailed in, 9-29:32b
Threat to wreck La Prensa caps climax of Peron's fight, Hill, 7-21:9
Arizona Press Club, Giragi elected president, 12-1:18
Armed Forces Extra, ended but value lingers, 12-22:24
Armistead, James H., promoted in Nashville, 10-20:76
Armstrong Rubber Co. ads build brand recognition, 12-29:8
Asbury Park Evening Sun, new daily, 11-3:28
Associated Press:
Assumes big task shuffling troop lists, 7-28:13
Bureau chiefs named, 8-11:46
By-laws (Editorial), 11-3:42
Text, 12-1:66
Case (Editorial), 10-13:42
Comply promptly with court edict, 10-13:7
Congressmen would sponsor bill for, 11-10:8
Contends court order harms small newspapers, 9-8:7
(Editorial), 12-1:42
Expands foreign feature sales, 8-11:46
Field gets associate status, Walker, 12-1:7
Lifting of injunction under study, 12-22:16
Managing editors Miami meeting, 11-10:39
Mandate stayed, 7-14:11
McCormick statement on seconding motion, 12-1:68
Meeting called on by-laws; radio memberships proposed, 11-3:13
Members explore asset loss for tax deduction, Walker, 12-15:7
Midwest bureaus elect Guild Unit, 8-25:24
Opens bureau in Concord, N. H., 12-22:71
Petition (Editorial), 9-8:42
Text, 9-8:70
Put under court control by demand of FDR, Cooper, 10-20:11
Report of directors to special meeting, 12-1:70
Values (Editorial), 12-15:50
World now published in Spanish, 11-10:55
Associations:
Advertising Federation of America:
Anderson, C. P., to address, 7-7:12
Committee named to scan ad legislation, 12-29:18
Moves to form more ad clubs, 11-3:18
Votes paid president, Borton named, 7-14:6
American Association of Advertising Agencies:
Forms group to aid ad job-seekers, 7-28:42
Rate stand is debated by Waite, 10-20:64
Releases ad analysis by Briton, 12-29:18
American Association of Schools and Departments of Journalism, 12-29:53
American Association of Teachers of Journalism, 9-1:28; 12-29:53
American Newspaper Publishers Association:
Bureau of Advertising, *see* Bureau of Advertising
Bulletin ad ises on training of typos, 11-10:68
Newspaper library started at office, 10-20:38
On newsprint (Editorial), 9-22:40
Seek greater paper output, 9-29:7
Votes for lifting newsprint control, 11-17:8
Warning against "scramble" for paper issued by, 9-22:7
Yields lead in salvage to industry, 9-22:58
American Society of Newspaper Editors revise report on world tour, 11-17:79
Association of National Advertisers:
Call for quality circulation, 10-6:9
Opinion research success story told, 11-10:50
Public relations task seen for business, Rovner, 11-24:5
Surveys members on business plans, 9-29:60
Association of Newspaper Classified Advertising Managers:
Ethics code suggested reading, Towle, 10-27:68
Proposal backed, 10-20:77
Aviation Writers Association, 11-3:56
California Newspaper Publishers Association:
Hears plea for employer unity, 9-15:77
Want OPA control ended, 11-24:6
Canadian Daily Newspapers Association, issues booklet of ad success stories, 10-13:52
Carolinas Advertising Executives' Association, 7-21:48, 12-29:46
Chicago Press Veterans Association, 12-1:11
Export Advertising Association, 12-1:71
Financial Advertisers Association, 12-8:18
Georgia Press Association, 9-29:74
Inland Daily Press Association:
New officers among those present, 10-20:9
Postwar plans top agenda, 10-6:20
Self-control in paper use mandatory, Brandenburg, 10-20:7
Inter-American Press Association, 9-29:18
International Circulation Managers Association:
Suggest circulation curriculum, Brandenburg, 10-27:80
Yearbook gives preview of future, Brandenburg, 11-10:90
Iowa Daily Press Association, 12-1:65
Lawn Tennis Writers Association, Fraley named president, 12-15:80
Media Men's Association of New York, elect Walter Barber, 12-22:16
Mississippi Press Association, convention scheduled, 8-25:50
Missouri Press Association, opposes postal rate increases, 12-1:20
Montana State Press Association, names scholarship, 12-1:38
National Association of Manufacturers:
Industry urged to use local ad copy by, 8-25:10
Parkes, Holcombe, appointed vice-president, 9-8:28
Press tour, how industry fumbled on, 12-22:30
National Editorial Association:
Committee draws up goals for research, 8-18:36
Oertel heads Research Bureau, 9-22:36
National Newspaper Promotion Association proposes slogan mats, 9-22:8
National Press Photographers' Association, constitution drafted, 12-15:87
National Retail Dry Goods Association announces '46 sales calendar, 10-13:66
Negro Newspaper Publishers Association, 7-21:46
New England Newspaper Advertising Executives Association, 10-27:40
New Jersey Press Association awards posted, 10-13:71
New York Promotion Managers Association, 12-15:88
New York State Publishers Association program announced, 12-22:73
Newspaper Advertising Executives Association, issues study of dailies promotion, 9-29:22
North Carolina Press Association, Laffon, Harvey, heads, 9-29:20
Northwest Daily Press Association:
Education keynotes summer meeting, 9-15:62
Localized copy offered by, Irvin, 9-8:58
Ohio Circulation Managers' Association, 10-27:72
Oklahoma Press Association, 8-11:8, 11-24:14
Outdoor Writers Association, plan reader test, 12-15:80
Pacific Coast Classified Advertising Association, 9-29:62
Pacific Northwest Newspaper Executives' Association, 10-20:26
Pennsylvania Newspaper Publishers' Association:
Pader pool, 12-22:20
Presentation of awards, 12-29:28
Ready to fight postal increase, 7-21:44
Special edition to mark anniversary, 9-1:72
Veteran publishers honored by, 9-22:34
Weighs "control plan" on newsprint, 10-13:50
Philadelzhia Press Association, organized, 11-24:24
Press Photographers Association of Philadelphia, re-elect Newman, 12-22:18
Southeastern Classified Advertising Managers Association, votes expansion, 9-15:32
Southern Newspaper Publishers Association:
Short, Carl B., elected president, 9-29:52
Studies mill sites, 7-7:11
Toilet Goods Association, Board of Standards aids advertisers, Feezel, 7-7:12
Virginia Press Association:
Dailey, Daphne L., heads, 7-7:11
Regional meets, 7-28:74, 8-25:38
Wisconsin Daily Newspaper Advertising Managers Association, 9-22:61
Atomic bomb:
Blast way into front page, Rovner, 8-11:7
By-products needed to assist ink and paper research, Walker, 11-3:9
Censorship (Editorial), 10-27:48
El Paso daily had account of test, 8-11:59
How public relations handled story, Gehman, 9-15:16
Knoxville sat on news bombshell, 8-11:59
Laurence, William L., relates role on project, Monchak, 9-22:9
Makes news freedom essential, Hoyt, 8-11:59
Old stuff to mom and pop, Ridings, 8-18:56
Only hastened defeat, Smith, 8-25:20
Parley leaves certain repercussions, 11-24:76
Reporters visit laboratory, 10-6:36
Solution-access to science, says Davis, Staunton, 12-15:34
Weekly in atom town spreads news wealth, Gehman, 8-18:73
Attlee, Clement, press to hear, 12-15:38
Audit Bureau of Circulations:
Head cautions on circulation drive, 10-20:14
Quiet meeting in store for, 10-6:34
Urges building postwar circulation "slowly and soundly," 10-27:36
Weeklies urged to join, 10-27:24
Australians place "big" equipment orders, 11-24:20
Automobile:
Columns must be newsy, Brandenburg, 9-22:30
Industry readies huge ad program, 8-25:11
Avery, Marjorie, war writer home, Staunton, 8-4:13
Awards:
Beck, Chicago Tribune veterans receive, 12-15:81
Cassidy, Morley, wins first annual PPA citation, 12-15:40
Chicago Guild, 11-17:56
Daniels' book "Wilson Era," wins, 12-29:34
Detroit makes baseball, bonds, salvage, 7-7:50
Ernie Pyle Fund makes first, 12-15:93
Farm, Waterbury Republican wins, 11-17:20
Hearst American History, 11-10:62
Heywood Broun, won by Larry Guerin, 11-10:20; 11-17:56
Kenna, Frank, wins New Haven Ad Club, 9-29:56
National Peace Treaty Contest, church editor wins, 9-8:34
New York drivers', dated after strike, 8-11:16
New York Newspaper Women's Club, 12-22:24
Ohio Newspaper Women's Association, 11-3:61
Pennsylvania Newspaper Publishers Association, 12-29:28
Posted at N. J. Press Institute, 10-13:71
Purple Heart:
Weissblatt, Franz, 7-7:38
Wheeler, Keitch, 8-18:62
R. I. daily gives civic, 10-13:20
Safety, to Vermont, Indiana papers, 7-28:34
St. Louis Advertising Club, 12-8:60
Shaffer contest awards announced, 12-22:54
Silurians initial award to Wm. L. Laurence, 11-17:81
Stiles, James E., offers hero scholarship, 8-4:10
Sullivan gets N. A. Survivors Service Award, 12-15:88
Treanor Memorial Scholarship, 7-7:20
Virginia Press Association, Waynesboro daily wins, 9-1:44
Wallace, Tom, receives Columbia's Cabot prize, 12-15:12
Whiteleather, Melvin K., receives U. of P., 7-14:11

Babb, Glenn E., Jap press freed by revolution, 12-15:18
Back-door sales, plan to combat, 12-15:38
Baillie, Hugh:
Describes freeing of press in Japan, 10-6:7
Not surprised Domei head is accused, 12-8:88
Press freedom gains in Orient, Watson, 11-10:58
Baker, Paul Hamilton, heads RFC ad section, 10-27:28
Baker dailies, principle behind two, Watson, 12-29:24
Baltimore Sun picture plant has 3 sections, Price, 7-7:40
Bangkok, Siam, daily operated by all-woman staff, Purdue, 10-20:65
Banks:
Advertise new services, 10-13:69
Chart strike's effect on store sales, 8-18:54
G. I. bill of rights good ad copy for, Fehlman, 11-3:60
Personal appeal used in ad series, 9-22:16
Publicity shyness scored at FAA session, 12-8:18
Trust department boosted by ads, Taylor, 11-17:40
Barnes, Russell, gets highest civilian medal, 9-22:16
Barnett, Edmond P., marks 25th year at New York Sun, 10-13:28
Barron precepts rule Boston News Bureau, Playfair, 8-25:56
Barry, John J., leaves Boston Globe, 12-1:16
Bartholomew, Frank H., relates his "invasion" of Japan, Watson, 11-3:74
Bartlett, H. Charles, named ad director, 12-1:34
Batista, Fulgencio, meets New Orleans newsmen, 8-18:22
Beaman, J. Frank, to edit new magazine, 10-20:68
Beauty shops are live newspaper prospects, Fehlman, 9-22:50
Bellaire, Robert, killed in Tokyo crash, 10-6:28
Beller, Lawrence, headsVictory clothing drive, 12-1:18
Bendix Home Appliances, Inc.:
Breaks new appliance promotion, 9-22:12
Dealers use newspapers, 12-8:22
Bennett, Roy C., hopes for new Manila daily, 7:14:68
Bennett, Sue Pyke, begins syndicated shoppers column, 10-27:40
Bent, Silas, death of, 8-4:24
Benton, William, named to State Dept., 9-8:16
Berdanier, Paul F., Jr., killed in plane crash, 8-25:69
Berge, Wendell, discusses antitrust phase of advertising, 12-15:42
Berger, Oscar, caricatures click in N. Y. Times, Ridings, 10-27:66
Berkov, Robert H., goes to Japan, 12-8:40
Bermuda Conference:
Agreement (Editorial), 12-1:42
(Editorial), 11-3:42
Sessions to open Nov. 21, 11-17:13
Telecommunications accord eases flow of information, Walker, 12-8:7
Bernays, Edward L., urges licenses for polling practice, 12-22:32
Better Business Bureaus:
Issues revised retail ad guide, 10-13:66
Urge WPB revoke retail ad bars, 9-29:83
Big Three in cloister, reporters in clamor, 7-21:13
Bingay, Malcolm W., says war's end alters news concepts, 10-27:28
Bingham, Barry:
Elected editor of Louisville Courier-Journal, 12-22:16
Returns to Louisville, 11-3:75
Birmingham Post occupies new home, 7-14:57
Black, Fred L., to direct Nash-Kelvinator public relations, 12-8:26
Black market, reporter-housewife breaks, Roberts, 8-11:20
Blackman, Samuel G., chief of AP Bureau in New York, 9-8:36
Blanchard, L. R., chosen by Editors' Society, 10-20:80
Block, Herbert L., joins Washington Post, 12-29:65
Blood bank, Hearst papers' news stunts help, 7-21:52
Blosser, Merrill, Freckles and friends grow up with, Taylor, 9-29:70
Blue Book presents 69 "success stories," 10-6:12
Bolling, Landrum, "Iron Curtain" in Europe on way out, 9-29:26
Bollwinkel, George H., elected N. Y. Sun treasurer, 11-3:63
Bond, Richard, death stirs Wisconsin newsmen, 8-18:38
Bonds, war, *see* War, bonds
Book page content, makeup analyzed, Drewry, 12-15:29
Book reviews, Ellard:
Battle Below, Casey, 8-4:68
Best Sports Stories of 1944, Marsch and Ehre, eds., 7-7:60
Challenge at Changsha, Hughes, 12-15:72
Chicago Murders, Bullock et al, 9-15:74
Distinguished American Jews, Lotz, ed., 9-1:62
Flight From China, Booker and Potter, 9-15:74
How Advertising Is Written—and Why, Glim, 8-18:74
I'll Try Anything Twice, Russell, 10-13.64
Man From Kansas, Hinshaw, 11-24.68
Manual of Copyright Practice, Nicholson, 10-27:78
Merchant of Alphabets, Orcutt, 8-18:74
Molders of Opinion, Bulman, ed., 12-15:72
My Greatest Day In Baseball, Carmichael, 12-22:56
My Twenty-five Years In China, Powell, 11-10:70
Naked City, Weegee, 7-21:62
Newspaper, the, Its Making and Its Meaning, New York Times Staff, 10-77:78
North Star Editor, Eide, 9-29:58
Pan American Yearbook, 11-10:70
Public Relations for Churches, Harral, 7-7:60
Readability In News Writing, Johnson, 10-13:64
South America Uncensored, Sharp, 9-1:62
This Is Where I Come In, Casey, 8-4:68
Word In Your Ear and Just Another Word, Brown, 9-29:58
Up Front, Mauldin, 7-21:62
World Is Their Beat, Oestreicher, 12-22:56
Book service boosts national retail ads, Staunton, 11-3:52
Boone, H. H. "Pop," honored by colleagues, 11-17:58
Border, Gail, joins United Air Lines, 11-3:46
Border, Robert E., chosen head of Chicago Publicity Club, 11-10:93
Boren Committee:
Hears pleas to keep L-240, 11-24:6
Inquiry seeks solution in California, 8-11:28
Borton, Elon G.:
Guard against newcomers' ad abuses, 10-20:10
Named AFA president, Weingarten, 7-14:6
Sees economic, social role for ads, Brandenburg, 7-21:30
Urges bid for local ad drive, 10-6:50
Boston News Bureau, Barron precepts rule, Playfair, 8-25:56
Bovard, Oliver Kirby, death of, 11-10:64
Bowles, Chester, boosts advertising, 10-13:7
Boyington, Gregory, returns home, 9-29:32
Bradley, Omar, veterans' job assets stressed by, 9-1:61
Brand names:
Appliance trade votes to stress, 7-28:25
Basic copy in building "super" stores, Smith, 7-7:9
Group declares label policy, 9-15:62
Men prefer, survey shows, 12-8:30
Services honored by Foundation, 9-22:54
Brand Names Research Foundation:
Expands membership, 11-24:45
Occupies new offices, 12-8:26
Brandt, Raymond P., elected president of Gridiron Club, 12-15:40
Branner, Martin, celebrates 25 years of "Winnie," Staunton, 8-18:72
Brazil:
Papers win duty-free newsprint, Coogan, 10-20:36
Ric Conference, *see* Rio Conference
Brazil Herald, English daily under new rule, 8-25:63
Bright Ideas, 7-7:56; 7-14:48; 7-21:54; 7-28:64; 8-4:56; 8-11:50; 8-18:52; 8-25:52; 9-1:46; 9-8:58; 9-15:66; 9-22:64; 9-29:68; 10-6:58; 10-13:62; 10-20:67; 10-27:76; 11-3:56; 11-10:56; 11-17:68; 11-24:64; 12-1:48; 12-8:62; 12-15:66; 12-22:48; 12-29:48
Brinkerhoff, Fred W., heads Kansas AP groups, 12-1:30
Brown, Clarence J., proposal for free press abroad passed, 11-3:72
Brumby, J. R., resigns NAEA office, 12-8:14
Bryan, David Tennant, named president of Richmond Newspapers, Inc., 12-1:32
Bryan, Wright, didn't like prison fare, 9-1:57
Bulgaria, U. S. writer raises furor in, 10-20:26
Bunnelle, Robert, finds bombs, blackout "not pleasant," 9-1:65
Buntman, Irving C., to resign as NAEA secretary, 12-22:16
Bureau of Advertising, ANPA:
Blue Book presents 69 "success stories," 10-6:12
Board in business meet, 10-27:9
Giesen, John, becomes Retail Division chief, Feezel, 7-14:10
Issues new "dealer cards," 12-29:20
Mails new selling kit, 12-22:36
Million mailing cards distributed by, 7-28:79
Moves (Editorial), 11-3:42
Presents cross section of V-E day ads, 7-28:40
Reprints trade ad series, 10-20:16
Retail Division issues first "selling kit," 11-24:11
Retail group holds 2-day session, 11-17:34
Selling kit use urged by, 12-22:22
Stanford, Alfred, named to direct sales division, 11-3:7
Bushmiller, Ernie, got kidnapped by Nancy, Staunton, 9-8:81
Business news needs more space and views, 7-28:68
Business school ads good for years, Fehlman, 11-17:58
Buttikofer, Thomas J., death of, 10-13:85
Byrnes, James F., tight news system rouses protest, 11-24:18
Cadet nurse drive, ad, publicity space given to, 9-1:14
Cambridge Press Club names Oakin president, 12-1:36
Camp, Joseph G., resigns Chicago post, 11-3:72
Campbell, Donald L., joins Hicks, 9-29:32
Campbell, J. H., promoted, 7-14:16
Canada:
Ad series to develop British Columbia, 9-8:36
Forestry limits altered in, 9-22:54
High pulp output noted, 10-13:52
Journalism degrees given in, 10-6:52
Lifts curbs on export newsprint, 10-20:75
Linage up, 8-11:32
Officials meet to discuss lifting last controls, 10-6:9
Press asks support of penny-rate, 11-17:54
Press in newspaper campaign, 12-1:16
Pulp outlook better, 8-4:40
War writers hailed for secrecy, 12-8:20
Canadian Press:
Reshapes staff, 10-27:18
Sifton, Rankin, directors of, 10-6:13
Cancer drive (Editorial), 12-8:46
Canfield, William F., retires from Inland post, 7-28:52
Cannon, Jimmy, joins N. Y. Post, 11-3:77
Carlin, George A., death of, 12-1:10
Carlock, M. E., elected B & B vice-president, 11-17:24
Carpet makers urged to up ad budgets, 10-20:12
Carriers:
All-year sports program holds, 10-20:58
Boy promotion gains importance, Brandenburg, 7-21:52
Busy program yields big dividends, Parker, 9-8:65
Elect AFL union in St. Louis vote, 7-7:8
Employment status of newspaper boys, Werne, 9-22:62
Get trophy, Jackson (Mich.) Citizen-Patriot, 12-22:36
Good service pays big dividends, Brandenburg, 10-13:82
"Gripes" told by Iowa circulator, Brandenburg, 12-22:68
IPP pushes organization of, 9-1:22
Issue defined for test in courts, 7-7:16
New stamp goal, Walker, 7-28:9
Philadelphia:
Hearings are open, 7-21:13
Take case to higher court, 7-14:26
Publications prove worth, Brandenburg, 8-18:70
Radio show sustains boys' morale, 12-1:52
St. Louis:
Ask NLRB for rehearing, 9-1:8
Dispute ends, 9-8:13
Publishers in pact, 12-8:13
Route plan discussed, 9-22:10
Strike shuts down dailies, 8-18:17
"Sports" contest produces good results, Brandenburg, 11-24:62
Thanked for war stamp sales, 12-29:8
Times-Picayune boys' school reopens, 11-3:67
Tribute to (Editorial), 7-28:48
Carson, Charles H., leaves Roanoke papers to be adviser, 10-13:60
Capper, Arthur:
At 80, carries on brilliant publishing career, Brandenburg, 9-8:11
Oldest active U. S. Senator, 8-25:46
Cashman, John, killed in plane crash, 8-4:8
Cassidy, Morley:
Summarizes after industry tour, 11-10:62
Wins first annual PPA citation, 12-15:40
Cavagnaro, Robert J., named AP general sports editor, 9-1:48
Cement Co. ad debunks "huge" profits, 10-27:42
Censorship:
Atom (Editorial), 10-27:48
Biggest secret (Editorial), 8-11:40
British, U. S. newsmen hurl charges against, Rovner, 11-10:10
Censors out, but news story held up, 11-17:22
Churchill finds Russian censors active, 12-1:75
End, Pope's peace plea, 12-29:6
Four-power censors (Editorial), 11-10:46
Getting news in Russia not easy, Shapiro, 12-8:88
In Japan (Editorial), 9-15:46
Job well done (Editorial), 11-24:42
Knoxville sat on atomic news bombshell, 8-11:59
Lifted? (Editorial), 11-17:46
New (Editorial), 10-20:42
O'Keefe scores Pacific area, 11-10:71
"Out of business" (Editorial), 8-18:40
Price, Byron:
Closes book on war, Butler, 12-22:72
Puts down blue pencil, 8-18:14
Self:
Held the line for freedom, Koop, 9-29:10
Press wins tribute for, Watson, 9-8:64
Soviet (dEitorial), 11-10:46
Gilmore and Molotov toast relaxed, Gilmore, 11-17:7
Tokyo (Editorial), 9-8:42
Chamber of Commerce, U. S., plans ad aid, 12-29:22
Chamberlain, Don E., quits U. P. in Springfield, 11-24:62
Chambers, James, named M. E. of Dallas Times Herald, 10-20:46
Chandler, Norman, L. A. Times publisher, Taylor, 8-11:34
Chandler, William G.:
Responds to salute to press, 7-7:18
Sees press held in high esteem, 9-29:8
Cheney, David M., prepares index of language, 9-1:44
Chester, John F., heads business news desk at AP, 8-11:54
Chiang Kai-shek pledges press freedom in Baillie talk, 10-20:14
Chicago Daily News:
Employes get increase, 12-1:54
Knight charts course of, Brandenburg, 10-20:32
Maidenburg, Ben, appointed promotion manager, 12-22:28
Sets up veterans' fund, 12-29:13
Chicago Herald-American, list "Better Chicago" winners, 12-22:71
Chicago Sun:
Acquires building site, 12-22:68
Bureau aid service men, 9-15:64
Names Mulroy and Von Hartz, 8-25:26
Signs new Guild pact, 12-22:16
Chicago Times:
Efforts free innocent man, 8-25:50
Pantry poll, 11-10:32
Thanksgiving bonus to staff, 11-24:80
Chicago Tribune:
Addition planned for tower, 8-11:58
All PW's return home, 7-28:39
Dailies reply on linage to, 10-6:64
Raises white collar workers, 11-3:30
Service families contribution, 9-1:65
China:
North China papers active on liberation, Ross, 11-3:38
Refuses entry to U. S. newsmen, 7-28:85
China Weekly Review, Powell's son revives, 11-24:36
Christmas mail ballyhoo begins with July roast, 7-28:75
Chryst, Robert D., named M. E. in Syracuse, 11-3:36
Church, Conrad, elected president of Michigan group, 11-10:40

Ciano's diary stirs Italians in Rome, 7-21:62
Circulation:
ABC head cautions on drive, 10-20:14
ABC urges building postwar, "slowly and soundly," 10-27:36
Airborne, promoted by label, 11-3:62
Carrier publications prove worth, Brandenburg, 8-18:70
Carriers, *see* Carriers
Conveyor plan developed by Canadian daily, Brandenburg, 9-1:64
Curriculum, ICMA to suggest, Brandenburg, 10-27:80
Daily, reaches new peak, Brandenburg, 12-29:5
Des Moines R & T survey covers postal rate costs, Brandenburg, 7-7:48
Good carrier service pays big dividends, Brandenburg, 10-13-82
Higher standards needed in personnel, Brandenburg, 11-3:70
ICMA yearbook gives preview of future, Brandenburg, 11-10:90
Income should meet payroll, Chappell, 8-4:62
Interstate circulators study postwar problems, 10-27:72
Local news called builder of, Brandenburg, 12-8:68
Mail room equipment, need for modern, Brandenburg, 12-15:58
Motor routes should be on sound basis, Brandenburg, 11-17:64
National Advertisers call for quality, 10-6:9
Newspaper boy has his day, Oct. 6, 9-29:10
Outlines H. D. plan for Cleveland Press, Brandenburg, 12-29:56
Promotion urged as aid, Irvin, 10-27:76
Rate retention urged, Watson, 10-20:13
Rationing seen aid to, McDonald, 11-3:36
Sports program makes it fun to be carrier, Deuel, 10-20:48
Subscriptions rejected by Oregon daily, 12-8:38
Sunday paper promoted as postwar builder, Brandenburg, 9-15:72
Up 6.4% (Editorial), 12-29:38
Civic ad program, New Orleans launches, 9-1:26
Civilian Production Administration:
Approves recommended listing of L-240, 12-22:76
Board to meet, 12-1:13
Directs inventory cut for newsprint, 12-1:13
Paper control shifted to, 11-3:28
Clark, Frank William, death of, 8-11:34
Clarvoe, Frank, presses drive for Nisei justice in press, 10-6:32
Classified:
"Ad-master" plan offered, Towle, 12-22:64
Ad traps thief, 8-25:24
ANCAM ethics code suggested reading, Towle, 10-27:68
Carolinas group votes expansion, 9-15:32
Dropped by L. A. News, 12-8:28
Free vet ads help jobless find work, Towle, 10-13:66
Harness, to housing problem, Towle, 11-10:42
Lindner, C. R., urges raise in rates, 10-13:50
Manager promotes selling through service, 7-28:14
Men urged to take stock now, Towle, 11-24:60
New sources tapped, Towle, 8-4:54
Oregon daily features, 12-22:38
Plea for more space timely if justified, Towle, 7-21:48
Real estate ads:
New handbook a text on, Towle, 8-18:50
Pictures aid, 10-20:28
Reconversion, jobs now in the "if" stage, Towle, 9-1:50
Small ads did big war job, how, Towle, 9-29:11
Typography survey finds no set ideas, Towle, 12-15:60
Claypool, E. M., heads Chicago publicity council, 12-22:54
Cleveland Plain Dealer, charity football game, 12-8:66
Clifford, Edmund L., death of, 12-1:72
Clifford, Eugene R., named public relations director by milk co-operative, 12-15:80
Clothing drive:
Beller, L., again heads, 12-1:18
City desk memo leads to action on, 7-14:14
Long Branch (N. J.) Record scores handling, 7-28:20
Clothing firms backed in fight for trade name, 11-17:28
Clough, Frank C., to direct Speidel papers from Palo Alto, 7-21:24
Coal copy, let scare—but lower your voice, Fehlman, 7-21:46
Coast Guard, "Million Dollar" paper published by, 7-28:20
Codes, Senate bill on (Editorial), 7-7:34
Cogan, Frank J., named assistant in GMA, 8-4:65
Coleman, Harry J., heads INP in San Francisco, 8-25:48
Coleman, Harry M., forms publicity firm in Chicago, 7-21:28
Collins, Kenneth, named general manager of H-T in Paris, 7-21:63
Color, staff training and sharing of data on, proposed, McCullough, 11-24:8
Columbus (O.) Dispatch, plans roto magazine featuring Ohio, 8-11:30
Columnists:
Bennett, Sue Pyke, begins syndicated shoppers column, 10-27:40
Churchill, Randolph, finds Russian censors active, 12-1:75
Hamilton, Ester, aids city's needy, Wise, 12-29:58
Millions of motorists go riding with Russell, Johnson, 12-1:32
Play jibing, to be produced, 8-4:52
Pollock, Ed, "Old Grad" plays the game, Duke, 11-10:22
Shopping, turns ad-venture and clicks, Weingarten, 8-4:58
Steele, Earl B., writes U. P. Washington column, 9-22:46
UFS seeks Winston, signs Randy Churchill, Staunton, 9-22:52
White, James D., takes over Simpson's AP column, 8-4:40
Comic artists draw add squawk letters, Bentel, 12-15:78
Comics, *see* Syndicates
Committee for Economic Development:
Booklet uses ANPA ad figures, 9-22:32
Hartford's plant city ads adopted as pattern, Walker, 9-8:9
Spokesman calls for boost in advertising, 9-29:30
Communists' national convention (Editorial), 7-28:48
Community service (Editorial), 11-3:42
Composing study voted by Illinois group, 10-20:52
Cone, Fairfax, ads do more than stimulate sales, 12-15:81
Conger, Clinton B., named by AP, 12-15:85
Congress, U. S.:
Debate on "free press" proviso in UNRRA bill, 11-10:72
Script, column scrutiny starts row, 11-3:50
Connecticut Sports Writers Alliance, name Wilson, 12-22:69
Connolly, Joseph V., memorial booklet compiled, 9-15:73
Connolly, Mary Joe, back on INP staff, 7-28:16
Contests:
Erie Dispatch-Herold, 12-22:73
Firm denies claims made by FTC, 7-28:80
Contractors' ad allowance rules revised, 8-18:22
"Co-op" copy as help for progressive grocer, Smith, 7-14:9
Cooper, Kent:
Freedom of press, don't compromise now on, 9-8:39
Proposes UN sanctions, 12-29:64
Cordaro, Tony, keeps Fleet St. on journalistic heels, Taubkin, 7-21:20
Corlett, Evelyn C., death of, 12-15:58
Correspondents, *see* War, correspondents
Corson, Dan M., joins Paul Block, 12-1:58
Cottrell, Ann, to UNRRA, 12-8:34
Couch, William T., heads U. of C. Press, 8-18:72
Courtesy plan now extends coast to coast, 10-20:28
Coverage:
In Germany, Australian hits, 10-27:79
Indiana daily uses plane for news, 11-17:40
Nuremberg trial, 10-27:13
Photo, small dailies urged to build, Price, 9-22:56
Radio station aides discuss news, 11-24:54
Science, dailies expand, 10-13:18
Varies in Phila. OPA price case, 7-21:22
War crimes trial, Oechsner, 12-15:10
Worldover Press at Wilton, Conn., Wolseley, 12-1:29
Cowan, Gil A., heads APG, 11-10:18
Cowles, William H., Spokane dailies built on serving vast area, Watson, 12-15:13
Coyne, Catherine, give us more history, Playfair, 7-21:61
Craemer, Justus, sells interest in Orange (Cal.) News, 12-8:52
Cram, Ramon S., issues monthly series on promotion, 9-22:20
Cromie, Robert, receives bonus for Yamashita story, 12-29:42
Crosley Institute defines newspaper use for dealers, Mahan, 11-24:7
Cummings, A. C., new Ottawa Citizen associate editor, 11-10:89
Cunningham, Chris, takes Ike to movies, 7-14:53
Curran, Philip R., named Australasia U. P. manager, 10-6:32
Dailey, Daphne L., elected president of Virginia Press Association, 7-7:11
Daily Newspaper Commission:
Discusses wage policy draft, 7-14:16
Ends service on Jan. 1, 12-22:22
Gets ITU laws dispute, Brandenburg, 7-21:7
Grants engravers increase, 7-28:85
Grants pressmen vacation, 9-29:52
Grants raise in PM case, 11-3:67
Grants stereos increase, 11-24:34
N. Y. mailers' wages raised by, 8-11:51
Orders printers' pay boost, 7-7:22
Revises Washington Star order, 9-22:24
Rules on Pawtucket pact, 12-8:56
Rules on 3 Guild pacts, 11-17:24
Settles Albany contract dispute, 11-3:22
Dairy industry hails signs of "about face," 7-21:46
Dallas News assigns 5 to foreign beat, 9-8:22
Dalton, Neil, heads OWI, 9-15:64
Dame, Lawrence, heads Harvard news office, 8-18:34
Dapping, William O., gives volumes to FDR library, 12-29:18
Davies, W. Rupert, back from London trip, 9-15:42
Davis, Elmer, leaves OWI, 9-15:64
Davis, Howard, honored by distributors, 9-22:42
Day, Charles M., death of, 9-22:69
Day, John F., named by Dayton News, 11-24:64
Dayton Journal-Herald drops Sunday edition, 9-1:22
Deal, Harold R., heads promotion group, 11-10:36
De Casseres, Benjamin, death of, 12-15:93
Deibler, Frederick S., becomes Commission head, 8-11:9
Delehanty, Jack, takes Treasury post, 9-22:66
Delinquency, paper routes as bar to, Estes, 8-18:28
De Luce, Daniel, tells how he got Austria talks, 11-10:91
Dennis, Belmont, heads Georgia group, 9-29:74
Dennis, Bruce, returns as WGN publicity chief, 11-17:64
Denny, Harold, death of, 7-7:61
Department stores, *see* Retail stores
DePoy, Tom E., returns to Linotype's staff, 8-11:68
Detje, Harold C., maps will interpret postwar, Staunton, 8-11:60
Detroit News:
Exhibits atrocity pictures, 7-21:62
Garden Fete wins acclaim, 9-22:61
"War" book best seller, 12-15:69
Dewart, William T., Jr., revises Sun editorial page, 7-28:83
Dewey, Thomas E., to address AP men in N. Y., 12-8:24
Dickinson, William B., named chief of U. P. day bureau, 11-3:73
Dickson, Cecil B., hits subsidy for correspondents, Butler, 9-8:10
Directory, Syndicate Features, 10-6 (supplement)
Disney, keeps eye on public relations, Weingarten, 8-25:64
Distribution, national group being formed in, 11-3:61
Dixon, Kenneth L., appointed to INS post, 12-22:20
Dobbins, Harry T., marks 57th year as Neb. editor, 10-20:26
Doctors, ads helping restore practice, Martin, 12-1:50
Domei News Agency:
Closed by MacArthur, 9-22:13
"Scoops" anger U. S. correspondents, 9-1:13
Doran, James R., becomes general manager in Schenectady, 12-8:40
Douglas, C. L., named M. E. at Fort Worth Press, 9-8:85
Dowell, Edwin E., heads German Stars and Stripes, 9-29:18
Draft boards aid publishers and veterans, 10-6:62
Druggists:
Ad frequency brings rise in sales, 9-8:30
Space in local daily serves best, Fehlman, 9-1:26
Walgreen's steps up tone of store ad copy, Brandenburg, 12-29:7
Ludley, Pendleton, public relations honor to, 10-6:77
Dunabin, Thomas, to England, 11-17:38
Dunton, A. Davidson, chosen to direct Canadian radio, 10-27:11
Duce, Leon S., resigns from Richmond Times-Dispatch, 12-15:74
Eads, Jane, likes science and hats, Staunton, 12-29:49
Eclipse:
Party successful despite "jinx," 7-21:16
Pictures prove help to science, 8-18:48
Eddy, Allen, marks 75th birthday, 12-22:22
Edgerton light used for night color photos, 7-28:74
Editor & Publisher:
Better paper in '46 (Editorial), 12-22:42
Monchak, S. J., rejoins, 9-22:8
Our postwar plan (Editorial), 9-8:42
Party for women artists, 11-10:11; 11-10:76
Editorial Page:
Averts strike in Indianapolis, 11-17:38
Dewart revises New York Sun, 7-28:83
Points on dressing up, Hoffman, 8-11:70
Scores handling of news, 7-28:72
Editorial pay (Editorial), 9-22:40; 10-13:42; 10-27:48
Editorials:
Ad Bureau moves, 11-3:42
Advertising job, new, 9-15:46
Aid to veterans, 12-8:46
ANPA on newsprint, 9-22:40
Argentina, 7-14:34
Assist State Department, 10-20:42
Associated Press, 12-1:42
By-laws, 11-3:42
Case, 10-13:42
Petition, 9-8:42
Values, 12-15:50
Atom censorship, 10-27:48
Battle for free press, 10-27:48
Bermuda agreement, 12-1:42
Bermuda meeting, 11-3:42
Better E & P paper in '46, 12-22:42
Biggest secret, 8-11:40
Cancer drive, 12-8:46
Censorship:
Atom, 10-27:48
In Japan, 9-15:46
Lifted? 11-17:46
New, 10-20:42
Soviet, 11-10:46
Tokyo, 9-8:42
Challenge of the future, 7-28:48
Church advertising, 12-15:50
Circulations up 6.4%, 12-29:38
Color photos by radio, 9-8:42
Communists meet, 7-28:48
Community ads, 12-15:50
Community service, 11-3:42
Contempt case, another, 8-11:40
Demand for news, 7-7:34
Editorial pay, 9-22:40, 10-13:42, 10-27:48
End of a war, 8-18:40
End of L-240, 9-15:46
Exterminate the termites, 10-20:42
Flashes and beats, 8-18:40
Follow through, 12-22:42
Foreign relief, 11-17:46
Four-power censors, 11-10:46
Free press abroad, 9-1:40
Gov't view on ads, 12-15:50
Guild's veteran policy, 7-7:34
Ink development, 10-13:42
International Typographical Union:
Claims victory, 9-15:46

Code of ethics, 10-6:42
Compromises, 8-25:42
Contracts, 8-11:40
Deliverers and, 7-14:34
People vs., 7-21:36
Thinking, 9-29:46

Job well done, 11-24:42
John Meyer retires, 8-11:40
La Guardia signs up, 12-8:46
Manpower ads, 7-28:48
Market Guide, 22nd, 12-29:38
NCPAC and broadcasting, 10-6:42
New York publishers win, 9-22:40
New York strike ends, 7-21:36
New York Times feat, 9-1:40
News values, 11-24:42
Newspaper formula, 8-25:42
Newspaper Week, 8-4:42, 9-29:46

Newsprint:
Controls, 9-1:40
In 1946, 12-15:50
In Italy, 8-18:40
Measures, 12-1:42
Price, 11-10:46
Program, 11-10:46
Total supply, 12-8:46
Troubles, 10-27:48

No more need be said, 11-24:42
Obstructionism, 10-27:48
OPA charges, 7-21:36
Our postwar plan, 9-8:42
"Out of business," 8-18:40
PAC wants grade labels, 9-22:40
Paper need continues, 8-18:40
Plea for safety, 9-1:40
Postwar ad council, 7-28:48
Postwar projects, 8-25:42
Potsdam, 7-21:36
Pravda's 10,000th, 9-29:46
Press enters Vienna, 8-4:42
Public relations, 10-20:42, 12-22:42
Race relations, 8-4:42
Radio news fades, 9-8:42
St. Louis strike, 9-15:46
Salute to Yank, 12-22:42
Senate bill on codes, 7-7:34
Service for veterans, 11-24:42
Seventh War Loan record, 8-11:40
Slanted news, 10-13:42
Smash reporting, 8-4:42
Soviet censorship, 11-10:46
Surplus property ads, 8-4:42, 9-15:46
Syndicate directory, 10-6:42
Thought for editors, 7-7:34
Threat to radio, 11-17:46
To Mayor LaGuardia, 11-17:46
Tokyo censorship, 9-8:42
Total newsprint supply, 12-8:46
Trial by newspapers, 8-4:42
Tribute to carriers, 7-28:48
UNO and free press, 10-6:42
UNRRA and free press, 10-20:42
Value of newspapers, 7-28:48

Victory Loan, 9-22:40
Bonds lag, 11-17:46
Final, 11-3:42

Wagner Act, worth considering, 11-10:46
War bond record, 7-14:34
War reporting, 12-1:42
Washington confusion, 12-29:38
Wasted energy, 10-13:42
Welcome, 1946! 12-29:38
Who runs them? 12-1:42
"Why" is important, the, 8-25:42
Why wait, Mr. Snyder? 12-22:42
Withholding news, 7-14:34
Youth needed, 12-8:46

Editors given appraisal of ex-service newsmen, Marder, 9-15:68
Education first need of Japan, Adler, 9-15:60
Ehlers, Albert, proves steady newspaper ads pay, Feezel, 9-8:12
Eichel, Leslie, named by Labor Dept., 8-25:18
Electrical repair ads work two ways, Fehlman, 7-7:22
Eliot, George Fielding, War analysis, postwar, same subject, 8-4:32
Ellis, Franklin Courtney, joins P-R staff of Standard Oil, 12-1:12
Ellsworth, Richard Collins, honored by St. Lawrence University, 7-14:72
Emerling, Ernest, appointed president of Loew's, Inc., 12-1:22
Employers may say about unions: what, Werne, 9-8:66
Employment:
Status of newspaper boys, Werne, 9-22:62
Wage problem in placing ex-staffers, 11-10:40
England, *see* Great Britain

Equipment:
Machinery production to hit stride by June, Duke, 11-24:56
Mail room, need for modern, Brandenburg, 12-15:58
Mechanical, annual tabulation, 11-3 (supplement)
Outlook, new, "bleak" for 1945, 8-25:20

Erickson, Wendell S., named Singapore chief, 11-3:67
Essary, Helen, writes what she likes, Staunton, 8-11:24
Europe seeking truth from U. S., Britain, 8-11:54

Exposé:
Brings reform in hospital, 9-8:65
L. A. Examiner rouses school action, 9-29:30
New Orleans Item bares story of city's politics, 8-11:50

Facsimile:
Design for, Finch advises work on, 9-8:30
Reader survey starts talk about, Walker, 7-28:70
Walters, Basil L., sees, Sunday-only papers ahead, 11-3:10

Fairbanks, Vernon E., back as M. E. of Duluth dailies, 9-8:48
Faris, Barry, lauds MacArthur handling of Jap press, 11-10:20
Fashion writers, newspapers send to N. Y., 7-21:64
Fashions, cue to postwar trends seen in style winners, 11-10:18
Fat salvage:
Half-billion pounds in 3 years, 12-29:16
Reflects news, 8-25:38
Tops May war-effort ads, 8-18:80
Fawcett Publications runs 4-city test campaign, 11-10:12
Fearing, Joseph Lea, death of, 8-4:62
Federal Communications Commission:
Authorizes sale of KVA, 10-20:62
Broadcasters oppose FM ruling, 8-4:48
Decisions due on FM applications, Walker, 10-6:54
Orders Texas stations setup changed, 11-24:34
Starts processing FM applications, Rovner, 9-15:54

Federal Trade Commission:
Contest firm denies claims made by, 7-28:80
Continues Old Gold probe; ads discarded, 7-21:18
Feighner, Len W., marks 60th wedding day, 11-3:36
Field, Marshall, II.:
Announces awards program, 12-29:61
Associate AP status, Walker, 12-1:7
Expounds aims in Detroit and St. Louis talks, 11-10:8
Great power of advertising lies in selling ideas, 11-17:10
Hails "another forward step for Sun," 12-1:8
Letter on application, 12-1:68
Start rural press project, 8-4:30
Field Enterprises, Inc., buys book publishing firm, 12-15:32
Film publicity put on Guild's "hot cargo" list, 8-18:72
Finch, W. G. H., advises work on design for facsimile, 9-8:30
Fish buyers, one recipe a week lands, Fehlman, 7-28:58
Fitzgerald, John T., sees bright ad future, 10-20:15
Flowers, Don, 15 years of pin-ups, Staunton, 7-28:76
Food:
Advertisers to sponsor column, 12-22:12
Editors' parleys resumed, 9-15:34
Editors:Processors Conference, 3rd, 11-17:22
Editors program set for Jan. meeting, 12-22:70
Industry maps advertising program, 9-15:38
"Inquiring mind" helps merchandising, Weingarten, 7-28:60
News-size type face for ads, Fehlman, 8-4:63
Pages should be tasty but practical, Brandenburg, 11-24:14
Readership analysis used to simplify store ads, Walker, 11-24:9
Should be fun says NEA columnist, Staunton, 10-20:50
Spurt of ads coming, GMA hears, 11-10:16

Foote, Eric, to head Chicago Art Council, 7-14:40
Foreign Correspondents' Club eases China problem, 7-7:10
Forest conservation trend noted in '45, 12-15:70
Format:
Art backs up art, Dixon, 8-11:66
Dummy layouts for sports pages, Hoffman, 9-8:76
Light ad copy type, plea for, 9-15:13
Ribbon heads, how to place, Hoffman, 11-10:85
Forrest, Wilbur, heads new ASNE unit on freedom, 12-22:38
H. H. Clubs, aided by McClatchy papers, 11-17:67
Fox, Abe, takes prizes as well as birthday cake, 11-3:76
Fox, Jerry, metropolitan city desk becomes female job, Rosensweet, 8-25:38
Fraley, Oscar, renamed head of Lawn Tennis Writers Association, 12-15:80
France, Mary McClung finds ad picture dark in, Feezel, 10-13:12

Freedom of press:
Abroad (Editorial), 9-1:40
American Legion demands world, 12-1:38
Battle for (Editorial), 10-27:48
Brown, Clarence J., proposal for free press abroad passed, 11-3:72
By treaty nearer—Forrest, 11-17:13
Chiang pledges press freedom in Baillie talk, 10-20:14
Correspondents urged to secure, 12-1:65
Declaration by Swiss press, 8-25:72
Demand voiced in Congress, 7-14:14
Don't compromise now on, Cooper, 9-8:36
Exterminate the termites (Editorial), 10-20:42
Forrest heads new ASNE unit on, 12-22:38
Gains in Orient, Baillie says, Watson, 11-10:58
Heritage of unselfish service, achievement, Tripp, 9-29:9
Picture displays more dark spots, Rovner, 10-27:7
Potsdam declaration, 8-11:80
Proviso in UNRRA bill, debate in Congress on, 11-10:72
Self-censorship held the line for, Koop, 9-29:10
Spokesmen of 3 faiths hail nation's press, 9-29:8
UNO and (Editorial), 10-6:42
UNRRA and (Editorial), 10-20:42
World:
Heinzen, Ralph, calls for, 11-24:30
Principle spreading, 9-15:64

French, Carlin S., named ad director of weekly sections, 11-3:18

Frey, Robert L., UFS managing editor, 12-8:68
Friedberg, Sidney, joins NPA, 10-20:34
Friendly, Edwin S., named by Ad Bureau, 11-10:16
Frier, Harry W., joins Foote, Cone & Belding, 12-8:64
Fuel worries lead to insulation sales, Fehlman, 7-14:40
Fuller, Walter D., replies to ad critics, 10-20:24
Fullerton, Hugh S., death of, 12-29:66
Fullerton, Max R., heads AP Baltimore bureau, 12-15:58
Furman, Bess, joins family, career in Washington, Staunton, 11-17:60
Gainsway, Fred J., heads New Jersey AP, 12-22:10
Gallagher, J. Wes, gets Germany AP post, 8-25:14
Gallup opinion poll agency opens in Finland, 9-15:73
Galvin, Wayne W., named manager in Lima, 12-8:92
Gamble, Ted R., Poor Richard award to, 12-22:44
Gannett, Frank E.:
Links teachers with ideals of press, 11-10:90
Public relations theme for group outlined, 12-22:9
Reaffirms faith in newspapers, 10-27:24
Scores government job program, 7-21:62
Gannett, Guy P., heads Maine Airport group, 10-6:59
Gannett Newspapers:
Conference covers timely topics, 11-3:73
Daily's ad-selling book big success, 7-21:42
Publicize policy in labor press, 8-4:34
Garretson, Joe, heads Enquirer group, 12-1:77
Gas industry steps up newspaper campaign, Rovner, 12-1:12
Gasch, Marie (Beatrice Fairfax), death of, 12-1:10
Gasoline firms, ad program ready, Feezel, 8-25:11
General Electric Company, agency to check on co-operative cost, 12-15:14
General Mills to push appliances sales, 8-4:12
George, Jean, is "quick as camera," Staunton, 11-17:36
Georgia Radio Institute plan, 12-22:72
Gerecke, Arthur F., melts original plates for "Mein Kampf," 7-21:22
Germany:
Australian hits coverage in, 10-27:79
Editors appeal for honest news of world, Anspacher, 10-27:9
Finding plant for papers is tough job, 12-1:18
"Straight diet" given in new press, 7-21:48
Gerould, Russell, joins ATA, 10-13:28
Getlin, Natt S., goes abroad for State Dept., 11-10:22
G. I. bill of rights seen good bank copy, Fehlman, 11-3:60
Giesen, John:
At desk in Retail Bureau, 8-11:12
Becomes Retail Division chief, Feezel, 7-14:10
Tells Pacific admen Bureau's plans, 11-17:56
Gillette Safety Razor Co. returns to newspapers, 12-29:65
Glass, Powell, death of, 7-14:38
Goldberg, Rube:
Revives Butts in 40th cartoon year, Staunton, 12-22:50
To do Prof. Butts in color, 12-8:32
Gosling, Ernest Pierce, death of, 8-25:69
Goss Printing Press Co., resumes press work, 9-15:38
Gould, Chester, starts 15th year with Dick Tracy, Brandenburg, 10-6:10
Grade labeling:
Baffle buyers, 9-8:20
Called "insult" to housewives, 11-24:77
PAC wants (Editorial), 9-22:40
Granger, Wallace H., named Goss West Coast manager, 7-14:60
Graphic news, local stories attract youth, 7-28:72
Grayson, Charles E., tells carriers "gripes," Brandenburg, 12-22:68
Great Atlantic & Pacific Tea Co., defense cites policy of low prices, 9-22:22
Great Britain:
Advertising assigned role for Evangelism in England, Heighway, 12-15:11
Blitzed provincials never failed, Fletcher, 8-11:65
High rates retard advertisers, 11-3:24
Home town papers gain in war, Fletcher, 8-4:38
London press corps faces hard winter, 9-22:32
Papers' size held down another year, 10-27:44
Papers solved problem of U. S. readers, 10-6:28
Political campaign, Suydam, 7-21:10
Re-hiring becomes problem, Heighway, 11-3:8
Unions back London papers in plea for more newsprint, Heighway, 12-8:10
Wartime hardships of press told, Duke, 9-1:59
Great Lakes Newspaper Mechanical Conference, 9-1:34; 10-13:73; 11-3:9
Greek underground papers are dailies now, 7-7:20
Greene, William A., rejoins ANPA, 12-29:42
Gridiron Club:
Brandt, Raymond P., elected president, 12-15:40
Jubilee dinner, Butler, 12-8:72
Grier, A. O. H., completes 60 years service, 7-14:24
Griner, Leslie J., named publishers aide at Fort Wayne, 10-27:44
Grocer, "Co-op" copy as aid for, Smith, 7-14:9
Gross, Paul Livingston, becomes publisher in Schenectady, 12-8:40
Guckeen, Eleanor, clicks filling in for husband, 12-29:30
Guerin, Larry, wins Heywood Broun Award, 11-10:20; 11-17:56
Guild:
Card required in Press Post, VFW, 7-28:51
Censures overtime workers, 10-6:18
Chicago Sun signs new pact, 12-22:16
Contract omits security clause in Harrisburg, 7-14:65
Detroit dailies give increase to, 9-8:83
Disputed cases seen settled by '46, 9-22:28
Harrisburg, contract approved, 7-28:13

Hicks, Thomas F., heads Rochester, 12-22:30
Knight's stand on, 12-22:64
Loser at Buffalo News, 10-6:60
Loses case for fund recipient, 11-3:76
Maintenance of membership:
N. Y. World-Telegram, 7-7:8
Ordered in Vallejo, Cal., case, 9-15:52
Move headquarters from N. Y., 8-25:61
Moves to organize Negro papers, 8-4:22
New York Post, PM in contracts with, 12-15:81
Pay boost in demands, 9-8:50
Program sets minimum pay, Brandenburg, 7-7:52
Reprimands Dahlman on overtime, 10-20:65
Row in Cincinnati "hot potato," 10-13:83
Security provision granted to, 12-22:20
San Antonio Light in contract with, 10-27:66
Shop on Detroit Free Press, 12-1:50
Siezed "illegal" union, 11-10:58
Signs 3 papers in Cleveland, 12-29:24
Submits classified job schedule in N. Y., 10-6:64
Upheld by WLB, 7-28:13
Veteran policy (Editorial), 7-7:34
Wins increase in Portland, Me., 10-27:74
Wins increase in Rochester, Minn., 10-20:14
Wins NLRB election at Chicago News, 12-29:52
Gwynne, Edgar A., business head in Spartanburg, S. C., 10-6:71
Hackler, Victor, of AP goes to London as news editor, 7-14:11
Hageboeck, W. T., heads Iowa Press Association, 12-1:65
Hall Printing Company plans big expansion, 7-14:60
Handouts get just due, 12-22:32
Hardy, William N.:
Honored for salvage work, 10-6:38
Sees need for price increase, 11-3:72
Hargrove, Marion, discharged from army, 11-3:71
Harrell, Alfred, built paper by serving readers, Watson, 12-8:26
Hart, Charles Frederic, death of, 12-8:82
Hartt, George M.:
Honored on retirement, 12-15:42
Retirement from Passaic (N. J.) Herald-News, 10-13:24
Harvey, Frank H., gets new post, 9-1:44
Hawkins, Lewis, named to AP Denver bureau, 9-22:48
Hearst Newspapers:
Donate to Zenger Fund, 12-22:71
News stunts help blood bank, 7-21:52
Heath, S. Burton, NEA'S touring reporter steams home with fleet, 10-20:26
Heating business, advertising linage, Fehlman, 9-8:38
Heinzen, Ralph, calls for world news freedom, 11-24:30
Helicopter gets photos of troop ships, 8-11:54
Hempstead Town plan, newspapers to run, 7-21:16
Henderson, R. A., sets aims of parley in Australia, 7-7:26
Henry, Charlotte Fitz, looking forward to new problems, 7-28:80
Henry, Thomas P., death of, 9-15:81
Hettinger, Max, death of, 12-8:89
Hickey, James L., dean of Halifax newsman, 12-8:50
Hicks, Thomas F. heads Rochester Guild, 12-22:30
Higginbotham, William R., named by AP, 12-15:85
Higgins, Andrew Jackson, recalls post in Omaha, 7-28:9
Hill, De Witt, joins Loudon in new agency, 7-14:55
Hobby, Oveta, back at Houston Post, 9-29:56a
Hoe & Company, R.:
Color-convertible unit introduced by, 11-3:64
Financing program announced by, 11-3:48
Hofmann, William F., retirement, 11-24:50
Holcombe, A. N., lauds publishers for help on paper, 9-1:30
Holden, Arthur J. H., promoted by Chicago Sun, 10-20:46
Holland, press muzzling futile for Nazis in, Balk, 8-11:11
Hollingsworth, M. M., offers encouragement to disabled vets, Brinsmade, 10-27:62
Home planners:
Jackson, Miss., daily helps, 9-29:34
School ideal press promotion, 8-18:24
Homemaking program, friendliness keynotes, Staunton, 8-4:15
Hometown Group tells about "Market No. 3," Rovner, 10-27:12
Hooker, W. G., leaves WPB, 8-25:46
Hopper, Hedda, puts reporter through, Staunton, 12-15:62
Hosking, E. R. C., death of, 9-8:85
Hospitals:
Ad drives opportune now, Fehlman, 10-27:74
Ad schedule is community "must," Fehlman, 8-25:62
Drive quick success with dailies' aid, 11-10:29
Exposé brings reform in, 9-8:65
Hotel city room is monument to lost job, Hirschfeld, 9-1:63
Hotpoint ads carry price of products, 11-10:36
Housing:
Harness classified to housing problem, Towle, 11-10:42
Reporter ducks brickbats after series, 12-15:30
Tokyo press corps beats shortage, 11-17:62
Howard, Jack R., cited by Halsey for Yokosuka job, 10-13:88
Howard, Roy W., sends "earwitness" story on Japan, 7-21:59
Howell, Clark, Jr., third on Atlanta Journal, 10-13:56
Hughes, Frank, answers on Montreal bonuses, 11-3:71
Hughes, Paul J., in Pacific for Louisville Times, 9-8:38
Hull, Norman W.:
In new post, 12-8:36
Named M. E. of Sudbury Star, 12-15:18
Hulme, Clifford, recommends interpretative news, Weingarten, 7-28:28
Hunger, J. Boyd, retires, 8-4:48
Hurricane, Houston dailies serve readers in, 9-1:57
Ice Institute plans big ad drive next year, 12-15:14
Ickes, Harold L., reporters glad he stays around, Butler, 9-8:54
Idea service department, ad men advised to build, Kendall, 8-11:13
India papers plan own agency, 10-13:84
Industry fumbled on NAM press tour, 12-22:30
Informality flatters, but flippancy hurts, Rosensweet, 12-29:52
Information and Historical Service, helped glorify infantry, Beck, 8-25:32
Ingle, Edward T., leaves WMC, 7-28:36
Ink development (Editorial), 10-13:42
Instant coffees seen linage makers in '46, Feezel, 12-15:76
Insulation sales, fuel worries lead to, Fehlman, 7-14:40
Insurance:
Ad campaign mapped for, Rovner, 11-24:10
Firms, newspaper style ads "click" for, 10-20:67
Life group starts new ad drive, 7-28:40
Mobile papers insure employes, 12-1:20
Penna. dailies establish plans, 7-14:40
Put firms on regular schedule, Fehlman, 8-11:48
International News Service:
Kemsley papers take full wire service, 12-1:16
Knoblaugh, Pearson sent abroad by, 7-28:26
Pick biggest stories of year, 12-15:46
Plans night wire for Latin America, 7-28:54
International Press Conference, Australia goes ahead with plan, 10-27:11
International Typographical Union:
Chicago typos seek laws in new contract, 10-27:34
Claims victory (Editorial), 9-15:46
Code of ethics (Editorial), 10-6:42
Commission gets laws dispute, Brandenburg, 7-21:7
Compromise reached on laws in Chicago, 11-3:13
Compromises (Editorial), 8-25:42
Contract policy examined by WLB, 7-14:66
Contracts (Editorial), 8-11:40
Convention off; "compromise" in air, 7-28:8
Defense fund levy approved in poll, 10-27:8
Deliverers and (Editorial), 7-14:34
Dispute closes papers in Birmingham, 7-14:66
Five more papers tied in controversy, 9-1:8
Laws issue halts Reading, Pa., papers, 9-15:32
Official hurls "sitdown" charge at press, 8-4:54
People vs. (Editorial), 7-21:36
Places its "laws" above law of Congress, WLB, 7-21:7
Rejects pay concessions in Phila., 10-6:60
San Antonio strike ends, 10-20:34
Strike-silenced dailies surrender to, 8-18:17
Thinking (Editorial), 9-29:46
Uniformity of clauses urged in contracts, 8-25:64
Walkout in Montana, 10-6:60
WLB labor members dissented on, 8-4:8
WLB stops contracts, puts all in "dispute" file, 7-21:8
Interpretative news, Hulme recommends, Weingarten, 7-28:28
Irwin, Jimmy, on job when bomber crashes, 8-4:10
Isaacs, Norman E., joins St. Louis Star-Times staff, 12-1:10
Isolationists, press urged to ask probe of, 9-22:34
Italy:
Newsprint in (Editorial), 8-18:40
Press freed in, 7-28:34
Jaffe, Philip Jacob:
Amerasia editor fined, 10-6:34
Held in conspiracy, 8-18:22
Janesville (Wis.) Gazette observes 100th birthday, 8-25:60
Janusitis, Alexander, named by British U. P., 9-1:61
Japan:
Baillie describes gradual freeing of press in, 10-6:7
Censorship in (Editorial), 9-15:46
Domei "Scoops" anger U. S. correspondents, 9-1:13
Education first need of, Adler, 9-15:60
Few Japs able to read newspapers, 12-1:71
Hirohito sees newsmen; backs free press idea, 9-29:32b
Howard, Roy W., sends "earwitness" story on, 7-21:59
Knight urges iron policy with, 9-8:24
Kyodo News Service operating in, 12-8:34
MacArthur imposes free press on, Monchak, 9-29:32b
Newspaper plants indexed for occupation, 9-1:10
Nippon Times shows big difference in 2 years 12-8:36
Press freed by revolution, Babbs, 12-15:18
Surrender speeded by paper "bombs," 9-15:30
Tokyo censorship (Editorial), 9-8:42
Tokyo correspondents battle for comforts, La Cerda, 12-1:24
Tokyo press corps beats housing shortage, 11-17:62
Tokyo press corps ranks depleted, 9-1:10
Jelly industry plans promotion drive, 7-21:26
Jenks, Homer, named by AP, 12-15:85
Jersey Journal:
City "lost" without, Staunton, 7-28:8
Not a chain, 12-8:66
Jewell, Edmund F., sues Mrs. Knox for trust breach, 11-3:69
Jewell, Harry Sanford, death of, 9-1:69
Johnson, Charles, heads Football Writers Association, 9-22:63
Johnston, Richard W., plans lecture tour next year, 12-22:54
Jones, George E., packs byline for brief vacation, 11-24:63
Jones, Jesse H., gives endowments to colleges, 11-17:58
Journalism:
"Adams Plan" makes headway, 8-18:68
Aid given White School by Foundation, 9-29:54
Army school prepares for, Olson, 10-20:70
Army teaches, in Germany, 7-7:44
Army's school abroad, enrollment in, 9-8:56
Boston U. gets King collection of clippings, 11-17:20
Boston U. plans circulation course, 8-18:71
Degrees given in Canada, 10-6:52
First women named for Nieman course, 7-28:80
Inter-American scholarships established, 10-20:20
Medill School adds 7 to faculty, 11-3:18
Press declared uninformed on work of schools, 7-7:8
Professors favor ICMA program, 8-18:71
Rutgers press exhibit, 12-1:65
Scholarships:
Canadian ad group offers, 8-18:46
For late son, 12-8:44
Montana Press group names, 12-1:38
Offered by Wheeling paper, 8-11:80
School rating is debated, 8-18:68
Teacher's new task assayed, 11-10:13
Kaemmerle, Marilyn, on editorial staff of Freedom House, 7-7:26
Kay, Leon, returns to U. S., 8-25:28
Kean, Sumner, heads AP group, 11-3:72
Keith, Michael, joins ARF, 9-22:10
Keller, Don E., joins Woodward, 12-22:20
Kelsey, Richard J., rejoins Hearst Service, 10-20:62
Kemsley Newspapers, Inc., take INS full wire service, 12-1:16
Kennedy, Joseph P.:
Gives challenge to N. E. papers, 11-3:72
Lauds Boston Globe effort, 9-29:30
Kernell, Harold A., appointed Eagle general manager, 7-14:58
Kerr, Harry B., resigns from N. Y. Times, 12-1:10
Kerstein, Edward S., to Poland for Milwaukee Journal, 9-29:68
Ketchikan Daily Alaska Fishing News, becomes daily, 10-27:34
Keyhole stories, war killed, Staunton, 10-20:62
Kinch, Sam, Texas reporter cited for bravery, 7-28:51
King, Frank, characters are in 3rd generation, Brandenburg, 12-22:66
Kinmouth, J. Lyle, death of, 11-24:77
Kinsey, John R., named to magazine post, 12-8:12
Kluckhohn, Frank L., just "lucky," 10-13:26
Knickerbocker, H. R., speaks to St. Paul women, 10-6:22
Knight, John S.:
Charts course of Chicago Daily News, Brandenburg, 10-20:32
Foreign correspondent "must dig for truth," 9-15:78
Stand on Guild given on eve of vote, 12-22:64
Urges iron policy with Japan, 9-8:24
Knight Newspapers:
Editors shifted on Akron paper, 11-3:75
Vigorous reporting on schedule, Brandenburg, 8-18:62
Knoblaugh, Edward, sent abroad by INS, 7-28:26
Knowland, William F., gets seat in Senate, 8-18:58
Knox, William Boardman, death of, 8-18:44
Knoxville atom ad caps full production effort, 9-15:42
Knoxville News-Sentinel, aids school editors, 12-15:70
Koenigsberg, Moses, death of, 9-29:68
Korman, Seymour, 7th Army PROs made reporting tough, 8-4:24
Kubler, Mrs. George A., heads Certified Mat Corp., 7-14:61
Kuhn, Irene, speak many tongues, advice to ladies, Ridings, 7-21:24
L-240, *see* Newsprint
Labor:
Carriers elect AFL union in St. Louis vote, 7-7:8
Employment status of newspaper boys, Werne, 9-22:62
Hudson Dispatch trial started in Guild dispute, 7-14:50
N. Y. publishers grant drivers increase, 12-22:10
Obligation to rehire veteran is explained, Werne, 7-28:62
Pay raise averts Cleveland strike, 12-15:12
Plant papers urged to cover labor relations, 11-17:72
Press comments on newspapers, 12-1:80
Re-hiring becomes problem for 4-page British papers, Heighway, 11-3:8
Relations aide named by Detroit papers, 8-11:18
Rulings on veterans' job rights applied, Werne, 8-25:60
Strikes:
Bank charts effect on store sales, 8-18:54
Carriers shut down St. Louis dailies, 8-18:17
Deliverers cripple 17 New York City dailies, 7-7:7
Employee status issue in St. Louis, 8-25:66
Fort Wayne papers suspend, 7-14:66
ITU dispute closes Birmingham papers, 7-14:66
Milk, daily's proposal helps settle, 7-28:72
NBC and ABC, 9-15:54, 9-22:46
New York deliverers, 7-21:36, 7-21:46
New York publishers win (Editorial), 9-22:40
Papers in 4 cities tied up, 8-11:9
Quebec in 5th week, 8-11:46
Quincy, Mass., printers, 9-29:56a; 12-8:13
Reading, Pa., typo strike ends, 12-29:13
St. Louis printers, 9-8:13, 9-15:28, 9-15:46
San Antonio, over pay issue, 9-22:10
Seattle dailies' printers, 11-24:73
Seattle dead city without newspapers, Watson, 12-8:16
Surveys build up newspaper promotion story, 7-28:7
Throngs go to plants for papers, Staunton, 7-14:5
Utica printers, 10-6:60; 10-20:69

Winnipeg dailies surmount printing difficulties in, 12-22:13
WLB denies demands of N. Y. deliverers, 9-22:8
Unions:
Auto union uses ads in Detroit, 10-27:12
Back London papers in newsprint plea, Heighway, 12-8:10
Detroit accepts wage increase, 11-10:29
Independent, signs with Buffalo daily, 7-7:16
International Typographical Union, *see* International Typographical Union
IPP pushes organization of carriers, 9-1:22
Plea for arbitration ruled out, 8-4:8
Points to be watched in bargaining, Werne, 10-6:70
What employers may say about, Werne, 9-8:66
Veterans' rights, questions and answers on, Werne, 8-11:56
La Cerda, John, Tokyo correspondents battle for comforts, 12-1:24
Laffon, Harvey, heads N. C. Press Association, 9-29:20
La Guardia, Fiorello H.:
Battles press in air forum, 12-15:90
Has year's contract as PM writer, 12-22:76
Hits press as hiding under masthead, 11-17:79
Keeps fires burning under O'Donnell for column, 10-27:8
Signs up (Editorial), 12-8:46
To (Editorial), 11-17:46
Laitin, Joseph, joins Reuters as Manila chief, 7-28:34
Lane, Thomas H., resigns Treasury post, 9-22:66
Lanphier, Thomas G., joins Boise daily, 11-10:20
Lanston Monotype Machine Co., reports on war output, 7-14:60
Lapping, Edward C., named Hearst paper M. E. in Chicago, 10-20:46
La Prensa, threat to wreck, caps climax of Peron's fight, Hill, 7-21:9
Larsen, Emmanuel Sigurd, fined, 11-10:24
Larson, William, 50 years as newspaperman, 8-25:32
Lattimore, Owen, gets U. S. appointment, 11-3:71
Laurence, William L., relates role on atomic bomb project, Monchak, 9-22:9
Leary, Mary Ellen, political science—and some fun, 7-28:80
Lee, Clark, war story ends, vacationing with wife, Watson, 12-22:18
Legal:
"Annie" involves Bridgeport Post, author in suit, 11-3:26
Another contempt case (Editorial), 8-11:40
Associated Press case (Editorial), 10-13:42
Carrier issue defined for test in courts, 7-7:16
Contempt ruling confirmed by Florida court, 7-28:79
Corpus Christi newsmen freed after 6 hours, 8-11:22
Dailies defendants in libel action, 9-15:20
Elastic Stop-Nut Corp. wins advertising case, 7-7:56
Jewell, Edmund F., sues Mrs. Knox for trust breach, 11-3:69
Judge upholds news story in corpse trial, 12-8:70
Libel suit, third against Wisconsin daily, 9-15:56
Los Angeles court to test television use, 8-4:22
Minneapolis daily wins court fight, 11-24:14
Minneapolis Times in libel suit, 8-25:67
New York court decides 3 cases affecting press, 7-28:26
Newark racing crusade brings suit, 9-1:52
Newsmen face jail sentence, 8-4:8
Pegler, Kings Features sued, 10-6:16
Phila. carriers take case to higher court, 7-14:26
Photog files charges after assault, 8-11:48
Reading, Pa., issues to be aired in court, 9-29:62
Robinett libel jury fails to agree, 12-1:18
Rule on status of D. C. bureau, 10-27:32
Ruling on libel, 7-28:30
Rumely scores point in CCG contempt case, 10-13:13
S. F. papers file suits on vendors' taxes, 10-27:83
Tax cases, "full publicity" policy invoked for, 8-11:34
Trial by newspapers (Editorial), 8-4:42
Wisconsin court upholds dailies, 11-3:30
WPEN upheld on religious programs, 10-20:56
Legals revenue curbed by law in N. Y., 10-27:32
Legislation:
Ad, AFA committee named to scan, 12-29:18
Bill to end radio "profit fever," 10-20:56
Calif. libel law now includes radio, 7-21:56
Congressmen would sponsor bill for AP, 11-10:8
"Free Press" proviso in UNRRA bill, 11-10:72
House checks radio script quiz, 12-1:34
Legals revenue curbed in N. Y., 10-27:32
New York AP group seek law aiding sources, 12-15:93
Peru votes press regulation bill, 12-1:60
Press "rider" in UNRRA bill, Meyer opposes, 11-24:11
Secret document bill amended, 7-14:46
Senate bill on codes (Editorial), 7-7:34
UNRRA press bill, Senators reject, 12-1:30
Weeklies' circulation bill reported in House, 11-3:36
Weekly postal bill passed, 11-10:36
LePoidevin, Harry R., sells radio interest, 12-22:64
Lewis, Flora, AP, specializes in diplomacy, Staunton, 7-7:28
Lewis, Judd Mortimer, death of, 8-4:69
Lewis, Richard J., "camps" on trail of Wainwright's wife for story, 9-8:22
License law hit by Tampa dailies, 10-6:30
Liebling, Leonard, death of, 11-3:77
Life insurance group starts new ad drive, 7-28:40
Lincoln (Ill.) Evening Courier, cited by N. Y. Museum of Science, 12-22:64
Lindner, Clarence R., urges raise in classified rates, 10-13:50
Liquor:
Ads dealing with sober subjects, Weingarten, 9-1:12
CBS answers critics of advertising, Walker, 8-11:73
Lausche, Frank J., warns censors of ads, 11-3:32
Little, Fred A., death of, 12-15:88
Logue, Charles, still active in Williamsport, 11-3:64
Long, Perry R., buys interest in engraving plant, 10-27:30
Loose-Wiles tackles vet public relations, 8-18:20
Lorton, Otis, death of, 9-1:69
Los Angeles Daily News:
Campaigns for local housing, 12-8-62
Drops classified, 12-8:28
Los Angeles Examiner exposé rouses school action, 9-29:30
Los Angeles Times announces profit-sharing plan, 12-29:6
Loudon, Henry A., forms new ad agency, 7-14:55
"Lowbrow" copy, attracts highbrow trade, Playfair, 12-22:28

Ludlam, George P., joins Ad Council, 11-10:64
Ludlow, Louis, proposes press monument, 11-3:67
Lynch, James A., returns to NBA, 12-8:68
MacAlarney, Robert Emmett, death of, 11-17:42
MacArthur, Douglas:
Breaks private paper control, 11-3:16
Domei, two dailies closed by, Monchak, 9-22:13
Honors Cashman of INS, 11-10:13
Imposes free press on Japan, Monchak, 9-29:32b
Mathews lauds role of, 9-15:60
Occupation work supported, 9-29:28
Revokes quota on newsmen, 10-20:18
Machinery production to hit stride by June, Duke, 11-24:56
Mackenzie, De Witt, to speak to N. J. Newspaper Institute, 10-6:22
Mackenzie, James B., death of, 12-15:82
Magazines:
Facts Magazine, court enjoins P. O. from halting, 11-24:18
Four-city test campaign triples Fawcett sales, Rovner, 12-8:12
Holiday, edited by J. F. Beaman, 10-20:68
Jaffe, P. J., of Amerasia held in conspiracy, 8-18:22
Kinsey, John R., named associate editor of Popular Mechanics, 12-8:12
Moderator started by ex-newsmen, 9-1:24
Newsweek board set, 12-15:12
Southern Farmer raps Field's entry, 8-11:18
Times buys Maine Seaboard mill, 11-3:24
World Report, new, 12-15:22
Maguire, Frederick W., named publicity director, 8-4:8
Maidenburg, Ben, named by Chicago Daily News, 12-22:28
Mail order copy, sell out-of-towners with, Fehlman, 10-13:68
Mail room equipment, need for modern, Brandenburg, 12-15:58
Manila dailies, fewer seen after election, Morantte, 11-3:32
Mann, Alden T., Jr., elected Intertype director, 10-20:80
Manpower:
Ads (Editorial), 7-28:48
Press power enlisted in manpower task, McNutt, 9-29:13
Manufacturers see selling hurdle ahead, Weingarten, 9-8:69
Manzer, Harold V., heads New England ad executives, 10-27: 40
Maps will interpret postwar, Detje, Staunton, 8-11:60
Marcus, David, in new post, 12-8:50
Market data, standard, can be made attractive, Irvin, 9-22:6a
Market Guide, 22nd annual (Editorial), 12-29:38
Martin, Douglas D., retires, 9-1:44
Martin, Otto, becomes production engineer, 8-11:68
Martin, William W., named by Railway Express Agency, 7-28:60
Marto, Walter W., heads California admen, 11-24:52
Massey, Charles, named M. E. of S. F. News, 11-3:75
Mathews, William R.:
Lauds role of MacArthur, 9-15:60
Leaves for Pacific theater, 7-14:14
Maxwell, Early, shows army how to get crowds, 7-28:36
McBride, William M., named Passaic (N. J.) Herald-News editor, 10-13:24
McCaleb, Kenneth, liked being back on "police beat," Rovner, 11-17:24
McClung, Mary, finds ad picture dark in France' Feezel, 10-13:12
McClure Syndicate re-organizes, expands, Staunton, 10-6:48
McConnell, John G., becomes editor in Montreal, 11-24:34
McCormick, Robert R.:
Describes power of advertising, 12-22:38
Honored by Chicago leaders, 8-4:26
Postwar expansion of newspapers, Brandenburg, 9-1:9
Proposes AP petition Congress, 11-24:16
Statement on seconding AP motion, 12-1:68
McCoy, Bruce, goes overseas, 7-14:72
McDermid, W. A., to direct surplus property ads, 7-7:61
McDonald, Gerald B., named head of N. Y. "Specials," 9-22:28
McDonald, Joseph F., liberated from Jap prison, 9-15:79
McDougall, William, relates Pacific experiences, Ridings, 11-10:13
McGaffin, William:
Honored by Navy, 12-1:36
Tells of landing on Okinawa, Brown, 7-28:36
McGill, Ralph E., to advise Benton, 10-13:36
McKee, R. C., returns to Standard Oil ad post, 12-15:69
McKinnon, Clinton D., incorporates San Diego Journal, 7-7:38
McManus, George, celebrates ½ century of Jiggs, Staunton, 12-1:56
McMillan, George S., promoted, 8-11:44
McNair, William M., joins paper company, 12-22:32
McNamee, Hal R., death of, 9-29:83
McNeil, J. A., remains CP adviser, Roberts, 10-6:13
McNeill, Warren E., joins AP Washington bureau, 12-1:52
Mechanical:
Ad layout grief solved by dummy, 7-14:61
Dailies start expansion, 12-8:77
Equipment, annual tabulation, 11-3 (supplement)
Heat system, emergency, 8-11:70
Infra red bulbs aid shrinkage, 8-11:70
Plastic plate use gains claimed, 7-14:63
Re-toucher to work with engraver, 7-14:58
Standard paper measure favored, 7-14:60
Media Records:
Alter count on split-run ads, 11-17:13
Chicago dailies quit, 9-29:32a
Meier, Larry and Jane, head INS Shanghai, 12-22:20
Merchandising cuts loss in national ads, Ward, 8-18:26
Mergen, Anne, sexless cartoon style conceals "Mrs." Mergen, Gwin, 11-3:54
Mergenthaler Linotype Company, net income report, 12-8:9
Merwin, C. L., celebrates 40th year publisher, 7-28:13
Merwin, Loring C., back at Pantagraph in Bloomington, 11-10:74
Meyer, Eugene:
Honored at capital fete, 11-3:80
Opposes press "rider" in UNRRA bill, 11-24:11
Meyer, John L.:
Leaves books for Inland library, 12-1:54
Retires (Editorial), 8-11:40
Meyer, Otto Angus, death of, 12-1:77
Michigan Medical Society plans ad campaign, 11-24:60
Michigan University, finds Civil War army paper, 10-27:56
Middleton, R. Hunter, elected president of Typographic Society, 10-13:79
Military and naval:
Army:
Giving revised course for PRO's, 8-25:22
45th Division News from Ft. Sill to Munich, 11-3:34
Journalism school abroad, enrollment in, 9-8:56
Officer agrees PROs need shakeup, 8-25:26
P. O. keeps soldiers from keeping posted, Wilson, 7-7:26
New PR Office set up in Germany, 8-25:26
Recruiting drive, 10-27:7, 11-3:22
Requests publishers supply centers, 9-1:16
School prepares for journalism, Olson, 10-20:70
Teaches journalism in Germany, 7-7:44
Information and Historical Service helped glorify infantry, Beck, 8-25:32
Marine Corps air depot news "Utopia," Logan, 9-15:52
Navy:
Fleet news center tells story of personnel, 7-28:66
Releases news on men, 11-10:18
To establish daily in Pacific, 7-7:52
Will publish series of newspapers, 8-11:22
Miller, H. B., tells publishers news "lid off," 7-7:46
Miller, J. Leon, to retire, 7-7:46
Miller, Milton, heads Western New York Newspaper Publishers Association, 12-8:28
Miller, Raymond W., honored by public relations group, 9-29:56b
Milwaukee Journal's FM plans set pace, Walker, 7-7:42
Minneapolis dailies rise under Cowle's leadership, Page, 10-6:11
Minnesota and Ontario Paper Company, plans expansion, 7-14:62
Moloney, Herbert W., urges action on AANR bulletin, 10-20:15
Monchak, S. J., rejoins E & P, 9-22:8
Moore, Ruth, reaches capital via detecting, Staunton, 9-15:34
Morgenthau, Henry, Jr., thanks press, 8-11:8
Morin, Relman, gets French AP post, 8-25:14
Morris, Frank, hurt in Tokyo crash, 10-6:28
Morton, Joseph:
Executed by Nazis, Ridings, 7-14:8
Nurse's letter tells of execution of, 7-21:61
Moscow conference, Acme lensman covering, Price, 12-22:58
Mosse, Albert, heads Chicago Press Photographers' Association, 12-22:52
Motorists, millions go riding with Russell, Johnson, 12-1:32
Movie guide, continuous performance in, 9-1:50
Mowrer, Richard, advocates armed reporters, 7-14:28
Mulroy, James W., named by Chicago Sun, 8-25:26
Multiple address advocated for news, 11-3:75
Murdock, Victor, death of, 7-14:22
Murphree, Harold E., honored by Texas group, 11-3:38
Museums, daily's ads modernize material in, Duke, 12-8:24
Music, football attract in Chicago, Brandenburg, 8-25:14

Music stores ready for steady campaign, Fehlman, 10-6:50
National Citizens Political Action Committee, broadcasting and (Editorial), 10-6:42
National Labor Relations Board, St. Louis carriers ask for rehearing, 9-1:8
National Marketing Forum, first, 10-27:10
National Newspaper Week, 7-28:44
(Editorials), 8-4:42, 9-29:46
Ideas compiled for programs, 7-14:18
National honors newspapers during, 10-6:57
Newspaperboy has his day, Oct. 6, Brandenburg, 9-29:10
Newspaper boys Day winds up, 10-13:84
President's proclamation, 9-29:8
Press set for annual events, 9-29:7
Speedy charter vote spurs theme for, Walker, 8-4:9
National Press Club:
Price honored by, 9-8:10
Wooton, Paul, elected president, 12-22:70
National War Fund, cartoonists give artistic boost to, 8-25:18
Nationwide newspaper formula:
(Editorial), 8-25:42
Develops new uses, Rovner, 12-22:12
Naval, *see* Military and naval
Negro press:
Agency planned, 8-4:60
Dailies cooperation asked in solving problem, 8-4:7
Guild moves to organize, 8-4:22
Protests crime story handling, 9-8:34
Survey Negro market, 9-1:30
New England Newspaper Mechanical Conference, 10-13:73
New York Daily News:
Ad staff changes, 12-8:85
Color strike film shown by, 11-24:38
Lend paper in crisis, 12-15:7
Promotion "flop" now in 11th season, 7-28:16
New York Herald Tribune:
Asks citywide minimums, 8-18:38
Forum opens with Marshall, 10-20:58
How Tribune got Munsey's Herald, Walker, 9-1:32
"Tailors" jobs for vets, 10-13:52
New York Mirror:
Canteen to welcome fleet, 10-20:70
House organ, 10-13:48
New York Newspaper Women's Club, to give awards, 12-22:24
New York Post:
Campaigns for French food aid, 11-17:68
Drive for French aid nets 2% return, 12-22:58
In Guild contract, 12-15:81
New York Sun:
Bollwinkel, George H., elected treasurer, 11-3:63
Handles unique bond promotion, 7-14:53
Sports digest, 11-24:30
New York Times:
Berger caricatures click in, Ridings, 10-27:66
"Fashions of the Times," 4th ed., 10-13:34
Future keynote of, 10-27:16
Feat (Editorial), 9-1:40
News reaches by variety of transmission devices, Fauk, 9-8:73
Plant to be enlarged, 8-18:77
New York World-Telegram:
Lively copy sparks ad section, 12-22:8
Maintenance clause for, 7-7:8
Newark News studies vets' housing problem, 10-20:34
Newhouse, Norman N., returns from Italy, 8-11:46
Newhouse, Samuel I., buys interest in Jersey Journal, 12-1:30
Newlywed couples ready to buy, Fehlman, 9-29:66
Newman, Charles, re-elected by Phila. photogs, 12-22:18
Newman, Jim, gets copy of Stars and Stripes, 8-4:18
Newman, Larry, INS, will not forget No. 411, 7-7:13
News values (Editorial), 11-24:42
Newspaper Week, *see* National Newspaper Week
Newspaperboys, *see* Carriers
Newsprint:
Aid board named by N. E. Group, 11-3:11
ANPA group to seek greater output, 9-29:7
ANPA group votes for lifting control, 11-17:8
ANPA on (Editorial), 9-22:40
Australia, Argentina lead for, 7-28:20
Brazil's papers win duty-free, Coogan, 10-20:36
Canada lifts curbs on export, 10-20:75
Chicago Tribune cites diversion of mill capacity, 8-25:8
Coast producer plans cut, 10-13:48
Committee Q and A on, 12-1:13
Control is in balance—Steinman, 11-3:11
Control shifted to CPA, 11-3:28
Controls (Editorial), 9-1:40
CPA directs inventory cut for, 12-1:13
Dailies face loss of, 10-27:8
Extra-quota grants in 3rd period, 10-20:52
Hearst aide explains stand on, 11-24:76
In Italy (Editorial), 8-18:40
Increased, major problem now, 8-25:8
Inland approves plan for aid, 12-22:69
L-240:
Boren group hears pleas to keep, 11-24:6
End of (Editorial), 9-15:46
Press urged to insist on end of, 11-17:8
Relaxed to spread tons of, 7-7:11
Suspension orders go out with, 12-29:9
Larger quotas in 4th quarter, 8-18:57
Measures (Editorial), 12-1:42
Mill operator tells contract situation, 12-1:22
Mills foresee curtailed output for year, 11-10:7
Mills in Italy lag while paper flows in, 8-18:32
Mission:
Going to Europe, 7-21:50
Official report to WPB, 10-20:74
"Must" for South America, 11-3:48
Need for more in first half of '46, Monchak, 10-6:8
1946 (Editorial), 12-15:50
1946 supply below 1941 level, 12-8:69
No great increase in early '46, 9-15:7
Not available for expansion—Steinman, Duke, 11-17:11
November production increases, 12-22:28
PNPA weighs "control plan" on, 10-13:50
Price (Editorial), 11-10:46
Price raised, 12-8:7
Production increases in July, 8-25:22
Program (Editorial), 11-10:46
Scandinavian, none 'til next spring, Duke, 9-1:7
Self control in use mandatory, Inland warned, Brandenburg, 10-20:7
Senate inquiry sought to boost flow, 7-7:57
"Share-the-paper" plan adopted by publishers, 12-1:13
Share paper plan gets wide support, 12-22:73
Situation tight, campaigns continue, 8-18:34
Springfield papers ordered to curtail, 12-1:13
Supplier cuts, of Hawaii daily, 11-24:63
Supply further eased—Steinman, 7-28:44
Tabloids seen answer to problem, 12-1:30
Task group sees no increase in U. S. output, 9-22:7
Tight situation ahead, Walker, 8-11:8
Total supply (Editorial), 12-8:46
Troubles (Editorial), 10-27:48
Unions back London papers in plea for more, Heighway, 12-8:10
Washington talks of continued control, 10-20:7
Why wait, Mr. Snyder? (Editorial), 12-22:41
WPB asked to end rationing Dec. 31, Butler, 9-15:7
WPB explains tonnage rules for 4th period, 10-6:68
Nichols, M. E., retires Dec. 31, 12-22:8
Yimitz, Chester W., to talk at AP editors' Miami session, 12-29:6
Nixon, Raymond B., to edit journalism quarterly, 9-15:36
Nuremberg trial:
Covered by 100 U. S. newsmen, 10-27:13
Press site "Hollywood gone mad," 11-24:22
U. S. reporters at, 11-24:22
O'Connor, Charles J., back with New London Day, 12-29:22
O'Dwyer, William, promises cordial press relations, 12-22:18
O'Gora, Frank, found in Jap prison, 9-8:67
O'Keefe, Richard J., scores Pacific area censorship, 11-10:71
O'Neil, Thomas P., doorbell pulling beats British press, 8-11:32
Oakite Products ads, 9-15:12
Obituaries:
Allis, W. F. Parker, 8-25:69
Allison, Henry F., 11-24:77
Anderson, W. T., 12-1:77
Archibald, Mrs. E. J., 9-29:83
Ash, Theodore E., 12-29:66
Bailey, Robert O., 12-29:66
Bailey, Willard K., 10-13:85
Barham, Lillard P., 10-13:85
Barnes, Loy, 12-1:77
Baxter, Samuel N., 9-29:83
Beamish, Richard J., 10-6:77
Becton, Edward James, 10-27:85
Bent, Silas, 8-4:24
Berry, John J., 9-29:56; 9-29:83
Bertrand, Matthew W., 7-21:32
Biner, Al, 10-13:85
Bladine, Inez D. Waterman, 12-15:93
Bleiberg, Isadore, 10-6:77
Bloom, Harry, 11-3:77
Boguslav, Mrs. David T., 7-28:79
Bone, Frederick Dorling, 8-18:36
Boothby, George H., 9-8:85
Bouse, Frank C., 8-4:69
Bovard, Oliver Kirby, 11-10:64
Bowen, A. L., 7-14:65
Bowen, Sibyl Spande, 9-8:85
Brandenburg, Mrs. Jessie W., 7-7:8
Breidford, George S., 12-1:77
Brislin, Hugh J., 10-20:75
Brown, Carle D., 9-1:69
Brown, Curtis, 9-29:83
Brown, Isadore, 8-18:44
Brudney, Florence Grace, 9-29:83
Bull, Horace P., 10-6:77
Burritt, Burton T., 9-1:69
Burt, Maurice, 9-29:83
Buttikofer, Thomas J., 10-13:85
Byrne, Francis J., 11-24:77
Call, Clay Donald, 8-4:69
Callaghan, Cornelius R., 12-8:89
Carey, John, 12-15:93
Carlin, George A., 12-1:10
Carlin, Patrick J., 22-29:66
Carpenter, James D., 9-22:69
Carroll, Charles M., 9-8:76
Carson, David Arthur, 8-25:69
Carter, Daniel J., 12-8:89
Cashman, John, 8-4:8
Chamberlain, Rudolph Wilson, 9-22:69
Chambers, William Percy, 9-15:81
Chester, John, 9-29:83
Chisholm, Herbert E. M., 8-25:69
Clark, Edward Hardy, 12-22:73
Clark, Frank William, 8-11:34
Clendenin, Clarence R., 7-14:65
Clifford, Edmund L., 12-1:72, 12-8:89
Coburn, Fred R., 12-8:89
Conner, Robert L., 12-8:89
Cooney, John M., 10-20:75
Cooper, Oscar H., 12-29:66
Corcoran, John F., 8-11:44, 8-25:69
Corlett, Evelyn C., 12-15:58
Cour, Eugene J., 9-8:85
Coward, Cassina L., 12-29:66
Crammond, George, 11-10:93
Crawford, Merritt, 8-18:44
Cree, E. M., 9-22:50
Cruzan, Donald E., 11-17:81
Dargen James A., 9-15:81
David, John, 7-14:65
Davis, Fred, 12-29:66
Davis, Victor, 7-7:59
Dawson, C. C., 10-27:85
Day, Charles M., 9-22:69
De Casseres, Benjamin, 12-15:93
Deaton, Harry Preston, 11-3:77
Denny, Harold, 7-7:61
Dial, R. C., 7-14:65
Dodge, George W., 9-22:69
Dooley, Albert H., 11-24:77
Dow, Arthur W., 12-1:77
Drummer, H. Boylston, 11-10:93
Earle, Edward, 10-20:75
Edrop, Percy Tom, 9-15:81
Eichenauer, Frederick, 10-6:64
Enderis, Guido Ernst, 11-17:81
English, Thomas F., 7-21:32
Escobar, John J., 11-10:93
Evans, Harry G., 11-24:77
Evans, Wayland H., 10-6:77
Farley, Adrian M., 10-20:75
Farnsworth, Wilton Simpson, 7-14:65
Fayling, Lloyd R., 8-4:69
Fearing, Joseph Lea, 8-4:62
Ferguson, J. W., 11-3:74
Finch, Lyle W., 11-10.93
Fineberg, Milton I., 7-28:79
Finn, Elsie, 12-1:77
Fitzgerald, Joseph R., 9-15:81
Fitzpatrick, Thomas F., 7-28:79
Flanagan, Michael J., Jr., 8-25:69
Flick, Lawrence F., Jr., 10-6:77
Folk, Henry Calhoun, 11-17:81
Fort, Leslie R., 12-22:73
Frank, Noble Lee, 9-22:69
Fredericks, Robert T., 7-7:59
Fredrichs, Mrs. C. F., 7-28:79
French, C. A., 8-4:24
Friend, Harry Mack, 10-27:85
Fullerton, Hugh, 12-29:66
Gamble, Mayor Thomas, 7-21:32
Gasch, Marie (Beatrice Fairfax), 12-1 1
Gerson, Felix N., 12-22:73
Gibson, Charles W., 11-3:77
Glass, Powell, 7-14:38
Goodwin, Austin M., 11-10:93
Gorham, Frank A., 7-21:32
Gosling, Ernest Pierce, 8-25:69
Grahame, Leopold, 8-11:44
Gray, Robert L., Sr., 10-27:85
Gray, Walker I., 11-17:81
Grisell, Thomas Olen, 11-17:81
Guest, Mrs. Edgar A., 9-1:56
Gunn, Walter E., 10-27:85
Gurley, Boyd, 8-4:24
Hackett, John D., 8-11:44
Haight, Robert Wilber, 11-24:77
Halgrim, Ronald T., 9-1:69
Hamilton, Guy, 12-1:77
Harder, Robert L., 10-20:75
Harmon, Fred E., 12-22:73
Harms, Fred J., 7-14:65
Harrold, Ernest W., 10-27:85, 11-3:77
Hart, Charles Frederic, 12-8:82
Hasbrouck, Jacob L., 7-14:65
Hatfield, Herbert, 12-8:89
Hayes, Max S., 10-20:75
Healy, Floyd Alford, 8-11:44
Heath, James H., 12-8:89
Henderson, J. Howard, 12-29:66
Henry, Thomas P., 9-15:81
Henson, H. B., 12-8:89
Hethinger, Max, 12-8:89
Hofmann, William J., 11-10:93
Holcomb, John J., 10-13:85
Hood, Kenneth R., 9-8:85
Hopkins, Herbert S., 11-24:77
Hopkins, William T., 8-25:69
Hosking, E. R. C., 9-8:85
Howden-Smith, Arthur D., 12-29:66
Hughes, George T., 10-13:85
Hughes, Hugh, 7-7:59
Huhn, Joseph F., 9-22:69
Hull, Fred, 12-1:77
Hunt, Arthur R., 12-1:77
Huske, William J., 12-8:89
James, Bessie L., 7-7:59
Jewell, Harry Sanford, 9-1:69
Johnson, Gaston J., 9-8:85; 10-6:77
Johnson, Lee, 8-4:69
Johnson, Russell Railey, 9-8:85
Johnston, William H., 7-14:65
Jones, Roland M., 12-1:77
Keddington, Fred H., 11-10:87
Keffer, Karl, Jr., 7-21:32
Kelly, Patrick C., 10-13:85
Key, Pierce van Rensselaer, 12-1:77
Kilgo, James P., 7-28:79
Killet, James H., 12-8:89
Kinmonth, J. Lyle, 11-24:77
Kirkendall, Frederick G., 8-11:44

Knoch, Ulrick, 12-15:93
Knox, William Boardman, 8-18:44
Koenigsberg, Moses, 9-29:68
Koop, Archie H., 12-8:89
Lach, Frank W., 9-15:81
Laird, Allyn V., 9-8:85
Langsworthy, Arthur M., 10-20:75
Lavelle, George F., 11-17:81
Lawler, William V., 9-15:81
Lawrence, Fred J., 7-7:59
Lawson, Maria, 9-1:69
Lea, Luke, 11-24:77
Leedy, Charles A., 10-13:85
Lent, John L., 9-8:85
Leonard, John Joseph, 8-25:69
Levesque, Theo., 9-22:69
Levy, C. Harold, 9-15:73
Lewis, Judd Mortimer, 8-4:69
Liebling, Leonard, 11-3:77
Little, Fred A., 12-15:88
Little, Robert M., 11-10:93
Lloyd, Harry R., 7-21:32
Long, Frederick L., 12-8:89
Longgrear, William H., 10-6:77
Longstreet, Elias S., 7-14:65
Lorton, Otis, 9-1:69
MacAlarney, Robert Emmet, 11-17:42
MacKay, E. Ross, 8-25:69
Mackenzie, James B., 12-15:82; 12-22:73
Markward, Frank S., 12-8:89
Marks, Edward M., 10-13:85
Martin, Robert M., 10-13:85
Mason, Paul, 8-4:69
Mather, W. J., 12-29:66
Maxwell, Seth, 12-8:89
McBride, A. W., 9-8:85
McCarty, Richard H., 7-14:65
McClatchy, Leo A., 10-6:77
McCoy, Riley F., 9-29:83
McElroy, George Eldon, 9-1:69
McGoodwin, Preston Buford, 10-6:77
McGovern, James, 10-27:85
McHugh, Joseph X., 8-25:60
McKinney, William Nathan, 7-14:65
McLeon, George D., 10-13:78
McNamee, Hal R., 9-29:83
McNeely, Louis P., 12-15:93
Mebane, Currie F., 8-25:69
Megargle, Ralph, 9-1:69
Meigs, James B., 11-10:22
Mercer, Albert G., 10-6:77
Metcalf, Lee Elmer, 11-17:81
Meyer, Otto Angus, 12-1:77
Meyer, Richard J., 8-11:44
Miller, Annie L., 8-11:44
Miller, Frank Harvey, 11-3:77
Miller, Robert A., 7-7:59
Milnes, Guy E., 11-24:77
Misener, H. R., 8-18:44
Moffett, Albert W., 8-11:44
Mohr, Charles H., 12-8:89
Monroe, Carleton Vance, 9-8:85
Montgomery, George R., 12-8:89
Moore, Richard W., 7-7:59
Morrow, J. A., 9-8:85
Motherwell, Hiram, 12-8:89
Mullican, Charles N., 11-24:77
Murdock, Victor, 7-14:22
Murphy, Frank J., 7-7:59
Newman, Fred Carr, 8-18:44
Noble, Frederic Perry, 9-22:69
Norment, Joseph Edward, 7-7:59
O'Connell, David J., 10-13:85
O'Connell, William J., 9-1:69
O'Donnell, James J., 7-21:32
O'Flaherty, Andrew J., 8-4:56
Ogden, Walter H., 7-7:59
Overhold, Miles, 12-8:89
Owen, Franklin S., 12-29:66
Packard, C. Armand, 7-7:59
Palmer, Charles H., 7-21:28
Parker, Alonzo D., 7-21:32
Parrish, Charles H., 7-7:59
Peters, Randolph, 9-1:69
Phelps, George Harrison, 9-22:69
Pierce, George, 9-1:69
Pinney, Edward J., 8-4:69
Potwin, Thomas D., 8-4:22
Powers, Perry F., 7-7:59
Preston, John Gillespie, 8-11:44
Pyle, Mrs. Ernie, 12-1:77
Quinn, Franklin E., 9-1:69
Quinn, John H., 9-29:83
Read, Harold D., 10-20:52
Reed, Roy A., 12-29:66
Rhodeen, Holger H., 7-7:59
Riblett, Mrs. Merrit F., 8-11:44
Richardson, Ard E., 9-29:83
Roberts, Frank H., 10-6:77
Roland, Howard, 8-25:69
Rowe, Hugh Jackson, 9-1:30
Rowley, Claude A., 8-18:76
Runnion, Ray, 9-15:81
Russell, A. J., 10-6:77
Russell, Henry B., 12-1:77
Ryan, Frank J., 8-4:69
Ryan, Stanley J., 11-17:81
Sanders, Donald G., 9-8:85
Sands, Howard E., 7-7:59
Sanford, Steadman Vincent, 9-22:56
Schlueter, Thomas R., 10-13:85
Schneider, Louis V., 11-17:81
Scott, Anna B., 8-11:44
Scurry, Joseph M., 9-22:69
Seabrook, William, 9-29:83
Seet, E. Tracy, 9-8:85
Sheehan, Winfield R., 7-28:79
Shell, Jacob K., 12-15:93
Sheridan, Edwin Ayer, 9-29:83
Sipp, John I., 11-17:81
Slater, Donald Cameron, 9-15:81
Slavin, Vincent De Paul, 12-22:73
Slusser, Jack, 8-18:44
Smith, Arthur Calvert, 9-8:85
Smith, Frank G., 12-15:93
Smith, Fred, 12-29:66
Smith, Henry G., 9-22:69
Smith, Joseph C., 10-6:77
Smith, Ralph, 9-15:81
Smith, W. L., 7-21:32
Spalding, Victor L., 12-8:89
Spearman, Leonard, 7-28:79
Stancil, M. L., 7-21:32
Steinman, E. D., 11-3:77
Stewart, D. F., 11-3:77
Stocker, Arthur B., 7-14:65
Sturdivant, John W., 12-1:77
Sullivan, Samuel L., 12-1:77
Sullivan, Thomas E., 12-8:89
Suter, John T., 12-15:93
Sutphin, Edwin A., 10-6:77
Sykes, Edward C., 10-27:85
Syrek, Mitchell R., 11-17:81
Thomas, H. C., 12-15:93
Thompson, George A., 7-7:59
Thompson, James A., 12-22:73
Thompson, Oscar, 7-7:59
Thorne, Carl Busch, 7-21:32
Todhunter, Ernest R., 8-4:69
Tracy, William B., 11-10:74
Tritschler, Henry, 10-13:85
Tron, Marcel E., 11-10:93
Turnbull, James, 7-28:79
Van Rensselaer, Rose T., 7-28:79
Waffle, Arch L., 9-29:83
Waite, Arthur L., 8-18:44
Wakefield, Earle M., 12-8:89
Wallace, Letitia M., 8-4:69
Wallace, R. Edgar, 7-14:61
Wardwell, Justus S., 10-6:77
Watrous, Richard B., 11-3:77
Wauchope, Joshua, 8-4:69
Wear, William C., 12-8:89
Wehle, Ernest C., 8-18:44
Weimer, Frederick Carl, 10-6:77
Wendell, Leo, 7-21:32
Wheeler, George, 9-29:83
Wheeler, Ralph R., 8-18:44
Wheelock, Edward J., 11-3:77
Whitaker, Fred, 9-22:69
Wickes, James C., 8-11:44
Wildey, Spence, 11-3:77
Wilkins, Mac M., 12-8:89
Williams, Herbert N., 7-21:32
Wing, Mrs. Henry A., 7-14:65
Winter, Charles, 8-25:69
Winter, Clarence B., 8-18:56
Wood, George W., 11-24:77
Woodlock, Thomas Francis, 9-1:52
Woodtin, Solon Boston, 12-1:77
Young, Daisy Payne, 11-10:93
Young, James C., 11-3:77
Zettler, Oscar J., 8-11:44
Obstructionism (Editorial), 10-27:48
Odell, Emery, marks two anniversaries, Meyer, 11-17:32
Oechsner, Frederick C., heads U. P. staff for war trials, 11-10:39
Oertel, William J.:
Heads NEA Research Bureau, 9-22:36
Weekly Bureau under direction of, 10-6:38
Oestreicher, J. C., breaks arm in fall, 8-11:54
Office of International Information and Cultural Affairs:
Created, 9-22:60
Program told, 12-29:8
Seeks staff, 12-22:67
Office of Price Administration:
Californians want control ended, 11-24:6
Charges (Editorial), 7-21:36
Price rule, ad budget slash forecast under, 9-8:20
Pricing blamed for production lag, Rovner, 11-17:12
Wood price, Texas mill hindered by, 7-21:60
Office of War Information:
Davis leaves, replaced by Neil Dalton, 9-15:64
Merges home and foreign bureaus, 8-25:67
Peacetime scheme meets firm opposition, 11-3:74
Radiophoto network becomes idle, 10-27:58
Release services curtailed by, 7-21:26
State Dept. takes over, 9-8:16
"Voir," U. S. firms asked to bid for, 8-25:26
Writer offers apology for story, 7-21:28
Ogden, Walter H., death of, 7-7:59
Ohio Select List holds annual meet, 11-3:63
Oil firms need for heavy ad programs, 11-17:60
Okinawa Daily, Jap-edited, lies no more, 7-7:26
Oskin, Benjamin, named president of Cambridge Press Club, 12-1:36
Ostrom, Merle C., marks 40 years of newspapering, 10-27:74
Ottawa Press Club seeks new quarters, 11-24:20
Ottinger, John, joins J. A. Cairns & Co., 10-27:68
Ottley, John K., named ad head of Atlanta Journal, 11-17:60
Overseas Press Club elects governors, 12-8:16
Package group, newspaper, gets under way, 11-17:72
Packard advertising helps dealer relations, 11-10:40
Palestine Press Club plans are formed, 10-13:68
Palmer, Charles H., death of, 7-21:28
Paper salvage, *see* Waste paper drive
Paris Post gets off to July fourth start, 7-7:46
Parkes, Golcombe, named NAM vice-president, 9-8:28
Party Line, The, Carson, 7-7:14, 7-14:12, 7-21:14, 7-28:14, 8-4:16, 8-11:14, 8-18:18, 8-25:16, 9-1:14, 9-8:14, 9-15:14, 9-22:14, 9-29:14, 10-6:14, 10-13:14, 10-20:16, 10-27:14, 11-3:12, 11-10:14, 11-17:14, 11-24:12, 12-1:14, 12-8:14, 12-15:16, 12-22:14, 12-29:14
Paschall, John, named editor emeritus by Atlanta Journal, 8-18:36
Payrolls, ad-stories tell town how firm sustains, 10-27:12
Peace! in plain and fancy headlines, 8-25:67
Pearl Harbor inquiry:
Blame fixed on Roosevelt, 9-8:67
Story handled on short notice, 9-1:8
Pearson, Leon, sent abroad by INS, 7-28:26
Pegler, Westbrook, Walker, 7-21:11
Perrin, Edwin O., joins Loudon in new agency, 7-14:55
Personal mention, 7-7:35, 7-14:35, 7-21:37, 7-28:49, 8-4:43, 8-11:41, 8-18:41, 8-25:43, 9-1:41, 9-8:43, 9-15:47, 9-22:41, 9-29:47, 10-6:43, 10-13:43, 10-20:43, 10-27:49, 11-3:43, 11-10:47, 11-17:47, 11-24:43, 12-1:43, 12-8:47, 12-15:51, 12-22:43, 12-29:39
Peru legislature votes press regulation bill, 12-1:60
Peters, William E., named to Hearst ad post, 10-20:52
Peterson, John M., joins Theodoro Service, 10-20:28
Philadelphia Evening Bulletin:
Aids vets on radio job forum, 12-1:22
Gives July 4 picnic, 7-14:68
Offers rehabilitation aids to veterans, 11-17:22
Starts complete market analysis, 12-29:11
Yule story widely read, Duke, 12-29:34
Philadelphia Inquirer:
Drive aided U. S. investors, 10-20:68
Drops supplement, 13-1:18
Gives cups to chest workers, 12-15:40
Plays Santa for sick boy, 11-10:71
State official lauds aid of, 11-3:30
Wins backing in stock fraud fight, 7-7:10
Philippine Islands:
Filipinos found avid readers of daily press, 9-15:78
Manila dailies fewer after election, Morantte, 11-3:32
Publisher tells of underground, Weingarten, 8-11:52
Photography:
Acme lensman covering Moscow meet, Price, 12-22:58
Action! expected in tomorrow's photo, McCullough, 8-4:14
AP's Gorry turns fireman again, 12-22:36
Baltimore Sun picture plant has 3 sections, Price, 7-7:40
Basic training key to good photos, Price, 12-1:54
City staff ideas worked out by cameramen, Price, 7-21:40
Color, by radio (Editorial), 9-8:42
Coverage, small dailies urged to build, Price, 9-22:56
Eclipse pictures prove help to science, 8-18:48
Edgerton light used for color photos at night, 7-28:74
Fox, Abe, takes prizes as well as birthday cake, 11-3:76
GE'S tube supplies new Robotron camera, Price, 12-15:68
German camera invasion fear held groundless, Price, 9-1:54
Helicopter used to get photos of troop ships, 8-11:54
Hidden camera exposes thefts, 8-11:52
Jobs for vets cause concern in Coast Guard, Price, 10-6:66
Lens standardization studied by photogs, Price, 11-10:74
Louisville Fire Dept. honors photog., 12-29:53
Men and "suds" on Hearst staff in Baltimore, Price, 7-14:30
Minnesota photogs have training plan, Price, 11-3:62
"Miracle" camera, still no sign of, Price, 11-24:58
"Model" camera, newsmen still argue about, Price, 10-13:54
New stamp carries picture by AP's Carroll, 9-8:48
OIAA 5-man camera staff an ideal setup, Price, 9-15:40
"One-man" plant, papers asking about, Price, 12-29:61
Phila. D. A. backs assaulted lensman, 12-8:30
Photogs counselled on privacy rights, 10-13:54
Potsdam coverage done on strict plan, Price, 8-18:48
President participates in cameramen's party, Price, 10-27:64
Sarno, Dick:
Cameramen hail promotion of, Price, 12-8:52
To direct Hearst, Ridings, 12-8:9
Shafer regards Hiroshito photos as tough chore, 12-8:52
Small paper acts to build photo news, Price, 9-29:84
Some ex-service photogs change minds on jobs, Price, 11-17:66
Surplus sale offers nothing for press corps, Price, 8-25:48
Times-Herald plant, Price, 8-4:66
Tony Cordaro keeps Fleet St. on journalistic heels, Taubkin, 7-21:20
Truman is photogs' best friend—Corte, Price, 10-20:68
Vets advised to seek jobs on small papers, Price, 9-8:52
Wands, Robert A., on spot as Japs give up, 9-8:34

Washington Post picture plant, Price, 8-11:63
Washington Star photo plant old-fashioned, but efficient, Price, 7-28:74
Pichel, Isaac, retirement, 12-8:58
Pillsbury Mills, new ad drive in newspapers, 11-10:40
Plumb, Kenneth W., rejoins Federal, 7-28:42
PM:
Announces profit-sharing employe plan, 10-20:48
Free ads for vets in, 7-7:30
In Guild contract, 12-15:81
Offers reporters top minimum, 11-10:36
Wexler, Elmer, back at PM, 11-24:32
Political Action Committee—CIO, wants grade labels (Editorial), 9-22:40
Pollack, Ed, "Old Grad" plays the game, Duke, 11-10:22
Pollack, Arthur, named L. A. News business manager, 11-3:72
Polling practice, Bernays urges licenses for, 12-22:32
Poor Richard Club award to Gamble, 12-22:44
Porter, Paul, says no "free radio," 11-17:72
Postal:
Catalog rate rise voted, 7-7:14
Christmas mail ballyhoo begins with July roast, 7-28:75
Des Moines R & T survey covers rate costs, Brandenburg, 7-7:48
Missouri Press Association opposes rate increases, 12-1:20
New stamp carries AP's Carroll picture, 9-8:48
PNPA board ready to fight increase, 7-21:44
Study rates, publishers advised, Duke, 10-27:54
Weekly bill passed, 11-10:36
Postwar:
Ad council (Editorial), 7-28:48
Calif. peach industry plan drive, 7-14:47
Challenge to press, Ethridge, 10-13:9
Interstate circulators study problems, 10-27:72
Maps will interpret, Detje, Staunton, 8-11:60
McCormick sees expansion of newspapers, Brandenburg, 9-1:9
N. Y. editors sum up tasks, 9-8:28
Our plan (Editorial), 9-8:42
Projects (Editorial), 8-25:42
Retail ad trends, 10-13:8
Stamp selling agency, Butler, 8-4:28
Utility group uses ads on, 8-11:30
Potsdam conference:
Big Three in cloister, reporters in clamor, 7-21:13
Declaration, 8-11:80
Diplomats blamed for secrecy, Ridings, 7-28:10
(Editorial), 7-21:36
Photo coverage done on strict plan, Price, 8-18:48
Potwin, Thomas D., death of, 8-4:22
Powell, J. B., on tour, 7-14:16
Powers, Joshua B., discusses Latin America press, 11-10:96
Pratt, Curtis G., returns to Young & Rubicam, 12-8:9
Pravda:
Celebrates, chides "slave press," Atkinson, 9-29:42
10,000th issue (Editorial), 9-29:46
Press:
British:
Doorbell pulling beats, O'Neill, 8-11:32
Wartime hardships told, Duke, 9-1:59
Declared uninformed on work of schools, 7-7:8
Enters Vienna (Editorial), 8-4:42
Freed in Italy, PWB tackles Austria, 7-28:34
Freedom, *see* Freedom of press
Freeing of, in Japan, Baillie, 10-6:7
Firm code needed, 12-8:16
Held in high esteem, Chandler, 9-29:8
Japanese:
Faris lauds MacArthur handling of, 11-10:20
Freed by revolution, Babb, 12-15:18
Kyodo News Service operating in Japan, 12-8:34
Los Angeles Council pays tribute to, 9-29:32
Negro, *see* Negro press
Postwar years challenge to, Ethridge, 10-13:9
Publishers may fight to regain papers in Spain, 12-8:20
Scandinavian, beset by difficulties, Shanke, 9-22:36
Set for annual Newspaper Week events, 9-29:7
South Carolina polled for public views on, 12-8:36
Spokesmen of 3 faiths hail nation's, 9-29:8
Studies industry in cross-country jaunt, 9-29:24
Swiss, press freedom declaration by, 8-25:72
Tribute paid American, 9-8:56
Urged to ask probe of isolationists, 9-22:34
War shippers pay tribute to, 9-15:84
Wins tribute for self-censorship, Watson, 9-8:64
Press Association, Inc., to provide special report in Washington, 10-6:38
Press Club of Berlin, "now open" sign hung on, 9-15:20
Press Wireless:
Asks FCC to drop order, 7-28:52
Asks lower rates, 9-15:54
Begins Berlin-N. Y. service, 7-7:42
Builds new research plant, 8-11:32
Opens stock list to all in field, 10-20:36
Press rate inquiry, 7-14:11
Restores service, 9-15:75
Sees rate study in merger plan, 9-8:24
Price, Byron:
Closes book on war censorhip, Butler, 12-22:72
Eases censorship on business messages, 7-7:42
Long vacation in plans, 8-18:14
Puts down blue pencil, 8-18:14
Switches to movie post, 12-8:92
Truman and Press Club honor, 9-8:10
Price controls, public support won for, Bowles, 9-29:11
Prison story steals show, 7-28:54
Privacy rights, photogs counselled on, 10-13:14
Product information must be authentic, Foskett, 9-1:18
Profit-sharing plan announced by L. A. Times, 12-29:6
Promotion:
"Appraisal session" need for '46, Irvin, 12-29:48
As circulation aid, Irvin, 10-27:76
Better, seen "must" today, Irvin, 11-3:56
Boost newspaper by boosting the town, Irvin, 8-18:52
Boost to hometown newspaper's ace card, Irvin, 10-6:58
Cram issues monthly series on, 9-22:20
Cultivating public seen good insurance, Irvin, 11-10:56
Dailies give aid and comfort in many ways, Irvin, 9-29:9
Des Moines R & T meeting, many ideas exchanged at, Brandenburg, 11-10:9
"Follow through" makes projects grow in Brooklyn, Walker, 12-22:11
Future's challenge, Irvin, 9-1:46
Good, draw Irvin's nod, Irvin, 11-17:68
Good advice to promotion men, Irvin, 12-15:66
Home planners' school, 8-18:24
Jelly industry plans two-year drive, 7-21:26
Local touch offsets "big business" label, Irvin, 7-14:48
Localized copy offered by Northwest Group, Irvin, 9-8:58
McClatchy men on tour, 12-8:64
Milwaukee, Omaha surveys lauded, Irvin, 12-8:62
"Must" to meet competition, Irvin, 10-20:66
NAEA issues study of dailies, 9-29:22
Need for local stressed, Irvin, 11-24:64
Newspapers can use radio time, how, Irvin, 9-15:66
Omaha families tell what they want, Irvin, 8-4:56
Poll-parrot, goes to more cities, 9-15:36
Reprints:
Give stories more lasting value, Irvin, 7-7:56
Lend force, permanence to stories, Irvin, 8-11:50
Retail, 10-6:71
School days can be good promotion days, Irvin, 8-25:52
Service stories urged told now, Irvin, 12-22:48
Standard market data can be made attractive, Irvin, 9-22:64
Summer quiz urged for all departments, Irvin, 7-28:64
Tips, some good, Irvin, 12-1:48
Vet handbook tells how to get job, Irvin, 7-21:54
Public opinion group, top newsmen comprise new, 8-18:66
Public relations:
Advertising, Paul B. West, stresses, 9-15:38
Advertising on team with, Weingarten, 7-7:30
Atomic story, handling of, Gehman, 9-15:16
Code for press proposed, 10-20:8
Disney keeps eye on, Weingarten, 8-25:64
(Editorial), 10-20:42, 12-22:42
Gannett's theme for group outlined, 12-22:9
General Mills to push appliances sales, 8-4:12
Group told public ignorant of firm profits, 10-27:18
Guide scheduled in August, 7-14:40
Handouts don't make headlines in capital today, Butler, 12-15:20
Honors to Dudley, Dr. Robinson, 10-6:77
Loose-Wiles tackles vet, 8-18:20
Newspapers a "must" for, Meredith, 7-28:12
Not press agentry, Wright, 9-15:79
Railroad in 26th year of ads, 9-15:12
Task seen for business at ANA meet, Rovner, 11-24:5
Yearbook gives pointers, 10-13:83
Publicity, Boston papers set space limit for, 9-8:52
Pulliam, Eugene C., is host at Indianapolis Star's "Victory Party," 12-1:58
Pulpwood:
Budworm plague threatens supply, 11-3:11
Canada's outlook better, 8-4:40
Data gathered in forest inventory, Kemmerer, 7-7:44
High output in Canada, 10-13:52
Industry abroad hit by coal shortage, 8-4:40
Labor drive, 10-6:22
Labor still short in pulp industry, 9-22:30
Purple Heart awards, *see* Awards
Pyle, Ernie:
Indiana pays tribute to, 7-14:22
Killed while trying to aid wounded, 9-29:38
Pyle Memorial plan revised, 9-15:16
Pyle, Mrs. Ernie:
Hits memorial plan, 8-25:66
Medal given at film preview, 7-7:38
Quakers' ads plead for Europe's hungry, Duke, 12-15:84
Race relations (Editorial), 8-4:42
Race track schedules ads in 79 papers, 11-10:24
Radio:
Ashland daily gets FM license, 12-8:22
Associated takes air as National Network, Rovner, 9-22:54
Broadcasters oppose FCC ruling for FM, 8-4:48
California libel law now includes, 7-21:56
Canadian, Montreal editor to direct, 10-27:11
CBS answers critics of "wet" advertising, Walker, 8-11:73
Civil Liberties Union considers free, Walker, 12-1:34
Color photos by (Editorial), 9-8:42
Color picture of "Big Three" sent by, 8-11:58
Cowles station wins praise for newscasts, Walker, 11-10:66
Detroit News station on air 25 years, Parker, 8-25:54
FCC authorizes sale of KYA, 10-20:62
FCC starts processing applications for FM, Rovner, 9-15:54
FM applications, "newspaper stations," 10-6:54
FM equipment prices are reduced, Walker, 12-22:34
FMBI sets policy for free competition, Walker, 9-29:62
Freedom of speech theme now stressed, Walker, 9-8:60
Group sees new recorder in action, 9-29:30
High band FM inadequate for rural areas, 11-17:54
House imposes check on script quiz, 12-1:34
How newspapers can use time, Irvin, 9-15:66
Job is to entertain, says columnist, Staunton, 12-8:56
Linage builds for sets, programs, Walker, 10-13:58
Milwaukee Journal's FM plans set pace, Walker, 7-7:42
NBC and ABC hit by strike of engineers, 9-15:54
NCPAC and broadcasting (Editorial), 10-6:42
New York State bureau hit by Albany scribes, 12-1:73
News fades (Editorial), 9-8:42
Newspaper mortality debated on air, 7-14:8
Newspapers assume radio responsibilities, Walker, 12-29:54
Outlay for FM runs into millions, Walker, 9-1:48
Plea for 'free radio" made in FM talks, 10-20:8
Press can cooperate with school stations, Walker, 12-15:44
Reader survey starts talk about facsimile, Walker, 7-28:70
Ready for expansion of program listings' Walker, 7-21:56
Rule on sharing sites attacked as illegal, Walker, 11-3:50
Show sustains carrier boys' morale, 12-1:52
Sky's the limit now for news on air, Walker, 12-8:60
Television, *see* Television
Threat to (Editorial), 11-17:46
Verbal battle waged over freedom, Walker, 11-17:52
Viewpoint of 1920 held best in public service, 7-14:46
War leaves problem of "flash" technique, Walker, 8-18:46
Radiophoto network, vast OWI, becomes idle, 10-27:58
Ramsey, Ted L., leaves Sioux Falls daily, 10-27:44
Rankin, William H., returns from London trip, 10-20:65
Rathbone library given to Colgate U., 9-15:32
Rating plan devised for weekly papers, 12-8:40
Rationing aid to circulation men, McDonald, 11-3:36
Raudebaugh, Charles, honored by Chile, 8-4:72
Readership:
Ads win high, in study 33, 12-22:36
Analysis used to simplify food store ads, Walker, 11-24:9
Car card study, 9-29:28
New intensity seen by Boston admen, 10-6:58
Six-day analysis released, 9-8:8
Real estate ads:
Classified, pictures aid, 10-20:28
New handbook a text on, Towle, 8-18:50
Recipe savers clip most from newspapers, 8-25:38
Reconstruction Finance Corporation depends on ads for sales, 7-28:10
Reconversion:
Ad Council asks advertisers' aid in, 9-1:52
Jobs now in "if" stage, Towle, 9-1:50
Recruiting drive, army, to start immediately, 11-3:22
Redistribune, army paper, features tales of "over there," 7-7:16
Redmond, John:
Kansas daily hits 50 year mark, 9-22:63
Marks 50th year in business, 11-17:68
Reece, B. Carroll, to address ANA convention, 10-27:39
Reed, Vergil D., representatives' job to provide full data, 12-15:86
Reeder Committee gathers export data, 8-25:22
Reid, Irene, does it once more in Monroe, La., Brinsmade, 12-29:47
Relief, foreign (Editorial), 11-17:46
Religion:
Advertising assigned role forEvangelism in England, Heighway, 12-15:11
Friar Tuck "doubles" in pulpit and press, Brandenburg, 12-1:62
Pastor-reporter finds sermons in day's news, 9-15:73
Renner, Conrad J., named to N. Y. Sun ad post, 11-3:44
Reporters:
Big Three in cloister, reporters in clamor, 7-21:13
Boy, cast teen-age eyes on San Francisco conference, Nelson, 7-7:24
Breaks black market, Roberts, 8-11:20
Cape Codarea, get new aircraft, 9-1:20
Donovan, Betty, breaks "tough" story, 12-8:70
Ducks brickbats after housing series, 12-15:30
Gas needs considered, 7-21:32
Gets Einstein sloop, 8-18:56
Girl "scoops" field on murder angles, 7-7:18
Glad Ickes stays around, Butler, 9-8:54
Goes on mission for readers, 8-4:34
Junior Times, edit own house paper, 7-14:24
"Lady Haw Haw" once in Phila., 8-25:65
Martin, George, crusade praised by Congressman, 11-10:42
Newswoman balks suicide, 7-28:39
Page one story breaks at scene of feature job, 7-21:40
Recovers damages, 10-13:46
Skirts police to break murder story, 9-22:44
Sleuthing smashes "Nationalists," Patterson, 12-15:32

Smash reporting (Editorial), 8-4:42
Story lands writer in jail, 12-1:62
Veteran, publicized in ode, 10-20:30
Visit atomic bomb laboratory, 10-6:36
White House, ask more space, 12-22:16
Representatives' job to provide full data, Reed, 12-15:86
Reprints:
Give stories more lasting value, Irvin, 7-7:56
Lend force, permanence to stories, Irvin, 8-11:50
St. Louis Post-Dispatch spreads reprint in oil crusade, 12-22:16
Research:
Agency plan calls for machines, Feezel, 8-4:50
Atom bomb by-products needed to assist ink and paper, 11-3:9
NEA committee draws up goals for, 8-18:36
Printing problems rounded up for, 8-11:66
Theme for dailies'—it pays to be curious, Foskett, 8-25:15
"Retail memo" goes to 1022 papers, 10-6:59
Retail stores:
Ad trends, postwar, 10-13:8
Appliance ads, newspapers to carry, 11-3:18
Arnold Constable hails 48 states in birthday ads, 9-22:20
Bank charts strike's effect on sales, 8-18:54
"Friday special" solves store's difficulties, 9-29:34
Gimbels gets results from "Miracle Pen" ads, Feezel, 11-17:74
Music stores ready for steady campaign, Fehlman, 10-6:50
Outline for full 1946 sales program, 9-15:62
Phila. stores in bond finale, 12-15:76
Record sales, 7-28:40
Shows rise in sales; ad costs drop, 8-25:67
Television test in, results analyzed, Duke, 12-8:11
Walgreen's steps up tone of drug store ad copy, Brandenburg, 12-29:7
Ward's "exchange" ads increase store traffic, Feezel, 11-10:36
Ward's told to refuse tie-in ads, 8-11:76
Reuters names new board of directors, 9-22:66
Reutlinger, Harry, raps Monday releases, 12-8:28
Reynolds, Ruth, to do CT-NYN "justice" series, 7-14:51
Ribbon heads, how to place, Hoffman, 11-10:85
Rice, Pat H., appointed business manager of Augusta Chronicle, 7-28:76
Ridder, Walter T., sees hard winter in Europe, 12-15:36
Rinne, Clarence H., named business manager in Syracuse, 12-1:10
Rio Conference:
Americas form solid bloc at, Garcia, 9-29:32a
Free access to news sources asked by U. S. at, Garcia, 9-15:9
Tackles free information issue, Garcia, 9-22:48
Robb, Inez, 8-11:77, 10-13:13
Robinson, Claude, public relations honor to, 10-6:77
Robinson, William E.:
Free enterprise needs ad voice, 12-15:55
Succeeds Davis in business post, 9-1:34
Rockford dailies name directors, 12-1:22
Romulo, Carlos, honors newsmen killed in Philippines, 9-15:42
Roosevelt, Eleanor, talks about her activities, Weingarten, 10-6:18
Roosevelt, Elliot, in radio interest, 12-22:64
Roosevelt, Franklin D.:
AP put under court control by demand of, Cooper, 10-20:11
Pearl Harbor blame fixed on, 9-8:67
Roosevelt Memorial, newsmen help plan, 8-25:65
Round-the-world flight wasted energy (Editorial), 10-13:42
Rowley, Claude A., death of, 8-1:768
Ruppel, Louis, leaves Chicago H-A editorial post, 9-15:70
Rusk, Howard A., joins N. Y. Times, 11-10:42
Russell, Frederick C., millions of motorists go riding with, Johnson, 12-1:32
Russell, Henry B., death of, 12-1:77
Rutman, Laurence, acting UFS manager, 12-8:68
Safety:
Can be news, 7-14:44
Drivers honored, 12-22:20; 12-22:28
Plea for (Editorial), 9-1:40
St. Louis (Mo.) Advertising Club, awards for students, 12-8:60
St. Louis Post-Dispatch, curbs display, classified, 12-15:90
St. Louis Star-Times, building bought by, 7-14:63
St. Paul papers take lead as community builders, Brandenburg, 7-14:7
St. Petersburg dailies carry normal volume, 12-15:46
San Antonio papers issue daily engraved editions, 9-8:54
San Diego Victory Chest drive, uses daily's photo, 10-27:16
San Francisco conference, boy reporter cast teen-age eyes on, 7-7:24
San Francisco Examiner:
Public service record told, Watson, 12-29:11
Wins national fleet contest, Brandenburg, 9-29:82
San Francisco News:
Ad staff changes, 10-27:79
Crusade halts Tokyo trip of navy fathers, 10-6:52
San Francisco Press Club issue annual year book, 11-10:30
Sanders, Paul, in hospital, 7-14:53
Sanford, Steadman Vincent, death of, 9-22:56
Sarno, Dick:
Cameramen hail promotion of, Price, 12-8:52
To direct Hearst photography, Ridings, 12-:9
Scandinavian newsprint, none 'til next spring, Duke, 9-1:7
Scandinavian press beset by difficulties, Shanke, 9-22:36
Schaeffer, G. Ray, donates $20,000 to academy, 9-22:28
Schmid, Al, epic brought to light by newswoman, 9-1:22
Schneider, Lou, gives popular slant to trade news, 8-25:34
Schram, Emil, press "ideal" for Stock Exchange ads, 8-18:52
Science coverage, dailies expand, 10-13:18
Scott, J. Donald, nominated head of Chicago specials, 9-1:24
Scott Radio Laboratories, advertising budget, 12-1:64
Scripps papers built on community basis, Keen, 12-22:60
Scudder, Richard B., directs German free paper, 12-8:26
Seattle a dead city without newspapers, Watson, 12-8:16
Seattle Press Club plans new quarters, 12-15:20
Selling chief factor in U. S. economic future, 10-27:10
Seltzer, Louis P., sees youth needed to revitalize newspapers, Brandenburg, 12-8:8
Seymour, Gideon, urges more informed reporting, 12-1:32
Shafer, Thomas L., regards Hirohito photos as tough chore, 12-8:52
Shackford, R. H., heads U. P. UNO staff in London, 12-1:36
Shelton, Sam J., on St. Louis Post-Dispatch executive staff, 9-22:50
Shepard, Margaret C., aids 2 papers, 8-4:15
Ship industry gets pointers on press relations, 10-20:67
Shipside review worked out to aid newsmen, 7-14:69
Shoe buying, seasons minor factor in, 9-15:14
Shop Talk at Thirty, Brown, 7-7:64, 7-14:72, 7-21:68, 7-28:88, 8-4:72, 8-11:80, 8-18:80, 8-25:72, 9-1:72, 9-8:88, 9-15:84, 9-22:72, 9-29:88, 10-6:80, 10-13:88, 10-20:80, 10-27:88, 11-3:80, 11-10:96, 11-17:84, 11-24:80, 12-1:80, 12-8:92, 12-15:96, 12-22:76, 12-29:68
Shopping column turns ad-venture and clicks, Weingarten, 8-4:58
Short, Carl B., elected by SNPA, 9-29:52
Short Takes, 7-7:20, 7-14:18, 7-21:16, 7-28:32, 8-4:20, 8-11:32, 8-18:22, 8-25:34, 9-1:16, 9-8:16, 9-15:24, 9-22:20, 9-29:24, 10-6:22, 10-13:30, 10-20:38, 10-27:44, 11-3:30, 11-10:30, 11-17:34, 11-24:38, 12-1:80, 12-8:30, 12-15:40, 12-22:22, 12-29:22
Shubart, Harry E., opens own Denver office, 12-8:68
Shurter, Elijah Toles, retires from Hartford Courant, 12-8:9
Sidelight bulletins, 8-18:60
Silurians:
Initial award to Wm. L. Laurence, 11-17:42
These live in present and future, Walker, 11-24:48
Simmons, Walter, Manila drive no picnic, 9-1:24
Simpson, Kirke L.:
Elected vice-president of Gridiron Club, 12-15:40
Retirement, 7-28:54
Slocum, Richard W., tries reporting, 8-11:26
Smalley, Alton, back from hospital, 7-14:38
Smith, Arthur Calvert, death of, 9-8:85
Smith, Harry B., bond salesman, at it again, 11-17:34
Smith, Paul C., tell his concept of publishing, Watson, 11-17:43
Smith, Thor, named to executive post, 10-6:60
Smyth, Jack, makes another jump—to Pacific, Feezel, 7-28:32
Soap shortage, daily gets action, 8-4:62
"Social era" to produce flood of copy, Butler, 10-13:34
Society pages, typography of, Hoffman, 10-13:79
South America, newsprint was "must" for, 11-3:48
Southam, Robert W., fills M. E. post on Ottawa Citizen, 12-8:30
Southam, W. W., retires Dec. 31, 12-22:8
Southern Railway System, booklet reviews program, 8-11:14
Southwestern Michigan Press Club organized, 9-22:22
Soviet censorship (Editorial), 11-10:46
Spain, publishers may fight to regain papers in, 12-8:20
Sparks, Floyd L., leaves West-Holliday Co., 9-29:40
Spokane Press Club owns vacation spot, 12-1:50
Sports:
All-star football draws fans, 9-1:16
Dailies sponsor top show in W. Virginia, 7-21:44
Dayton dailies boost outdoor program, 9-8:26
Digest, N. Y. Sun, 11-24:30
Football, music attract in Chicago, Brandenburg, 8-25:14
Get a tailor! advice to sports writer at ballet, 7-21:26
Graham, Frank, joins N. Y. Journal-American, 9-1:20
Johnson, Charles, heads U. S. Football Writers, 9-22:63
Men who cover horses, 8-25:11
Milwaukee Journal sponsors softball, 9-22:61
Mirror caps sports with Youth Festival, 9-15:72
Newark Star-Ledger scores in "clean racing" fight, 10-13:28
News boom seen by Minneapolis dailies, 9-1:60
Portsmouth Herald promotes baseball, 8-4:52
Utica ball team wins Gannett Trophy, 9-22:18
World Series:
Baseball's elite at, 10-13:11
Heavy wordage filed at, 10-13:16
Writers get cash for best of "bests," 7-14:14
Sprague, Charles A., tells why his daily is successful, 12-8:28
Stafford, Dale, named Detroit Free Press M. E., 8-11:44
Stafford, Walter B., buys Hayward (Cal.) Journal, 12-22:70
Stamp selling agency, in postwar role, Butler, 8-4:28
Standard Laboratories, Inc., includes 14 products, 10-20:58
Stanford, Alfred:
Directs Ad Bureau sales division, 11-3:7
Talks about sea and newspapers, Rovner, 11-3:12
Stapler, Electra M., Panama ad manager gathers ideas in U. S., McCullough, 10-6:30
Starbuck, Frank R., sells radio interest, 12-22:64
Stars and Stripes:
Alumnus hits army publicity, 9-15:30
Carries "box score," 12-1:16
Dowell, E. E., heads German edition, 9-29:18
Freed by Eisenhower letter, Roessner, 12-8:22
State Department, press assists (Editorial), 10-20:42
Steinman, J. Hale:
Paper control is in balance, 11-3:11
Sees further easing of paper supply, 7-28:44
Stern, J. David:
In London on double mission, 11-24:11
Lauds achievement in Pacific, 8-4:46
Leaves for Pacific theater, 7-14:14
Stevens, Edward W., joins Paul Block, 11-24:22
Stevenson, Charles, is M. E. of Washington News, 11-24:77
Stewart, G. Albert, sells Clearfield, Pa., Progress, 12-8:38
Stewart, J. N., named ad manager in Chicago, 12-15:74
Stewart, Russ, named Chicago Times general manager, 11-24:73
Stiles, James E., offers hero scholarship, 8-4:10
Stoddard, Lincoln W., returns home a war hero, 10-27:52
Stokes, Charles W., London ad chief to speak in Chicago, 10-20:34
Storke, Charles A., sells confidence in free enterprise, Watson, 11-10:29
Stratton, Lloyd, urges spread of U. S. news principles, 9-22:24
Sturdivant, John W., death of, 12-1:77
Sullivan, Mark:
Gets award in Phila., 11-24:11
Gets N. A. Survivors Service Award, 12-15:88
Summer quiz urged for all departments, Irvin, 7-28:64
Sunday paper promoted as postwar builder, Brandenburg, 9-15:72
Supreme Court, U. S.:
Associated Press petition to, text, 9-8:70
Grants Esquire case appeal, 10-27:80
Miami Herald contempt case to, 10-6:80
Review asked on wage-hour, 9-22:10
Surles, Alexander D., awarded DSM for PRO work, 9-22:46
Surplus property:
Ads (Editorial), 8-4:42, 9-15:46
Auto parts sales, newspapers used for, 9-15:13
Ideas wanted for utilizing, 7-21:50
Sale offers nothing for press corps, Price, 8-25:48
Surveys and studies:
Ads in study No. 90 rate high readership, 11-17:30
Ads win high readership in study 33, 12-22:36
ANA members on business plans, 9-29:60
Auto buyers to "wait and see," 9-8:38
Car card study, 9-29:28
Cleveland job, adopted as CED model, 7-14:47
Color, new, 8-4:54
Composing study voted by Illinois group, 10-20:52
Daily circulation reaches new peak, Brandenburg, 12-29:5
Des Moines R & T covers postal rate costs, Brandenburg, 7-7:48
Drug market, 7-28:64
Grade names baffle buyers, 9-8:20
Ink study, 8-11:68
Men prefer brand items, 12-8:30
Men read papers longer, 12-8:64
Milwaukee, Omaha surveys lauded, Irvin, 12-8:62
Negro market, 9-1:30, 11-10:22
Newspaper formula to simplify ad placing, Walker, 8-25:7
Papers with ads prefered, poll shows, 9-8:32
Pattern sought by NAEA, 12-15:90
Press studies industry in cross-country jaunt, 9-29:24
Publishers back showings of newspaper-radio survey, Rovner, 12-22:7
Reader survey starts talk about facsimile, Walker, 7-28:70
Readership analysis released, 9-8:8
Retail ad trends, postwar, 10-13:8
Retail outlook revised by recent, 12-15:38
Small papers read more closely, Stanford Univ. study, 7-14:12
Strike, build up newspaper promotion story, 7-28:7
Typography, finds no set ideas, Towle, 12-15:60
V-E story best-read in 89 ARF surveys, 10-20:34
Value of newspapers (Editorial), 7-28:48
Swiss-American press connections revealed, Reinhardt, 7-7:54
Swiss press, press freedom declaration by, 8-25:72
Sylvania Electric Products, adds Wabash appliance corp., 12-15:68
Syman, Stanley, ad head at Bronx Home News, 11-3:74
Syme, John P., promoted, 8-4:54
Syndicates:
Announce 3 more comics, Staunton, 10-13:32
Annual directory, 10-6; (Editorial), 10-6:42
Beautiful aviatrix, intrigue . . . "Drago," Stunton, 8-11:74

Bomb solution—access to science, Davis, Staunton, 12-15:34
Book service boosts national retail ads, Staunton, 11-3:52
Boom just postponed — Salesmen, Staunton, 12-29:44
Branner celebrates 25 years of "Winnie," Staunton, 8-18:72
Bushmiller get kidnapped by Nancy, Staunton, 9-8:81
Comics reconvert with Jap surrender, Staunton, 8-18:30
Directory of features, annual, 10-6 (supplement)
15 years of pin-ups—"Oo-ooh" chortles Don Flowers, Staunton, 7-28:76
Food should be fun says NEA columnist, Staunton, 10-20:50
Freckles and friends grow up with Blosser, Taylor, 9-29:70
Goldberg revives Butts in 40th cartoon year, Staunton, 12-22:50
Gould starts 15th year with Dick Tracy, Brandenburg, 10-6:10
Inhibitions rampant in "Moon Mullins" strip, Staunton, 7-14:42
KFS, Raymond renew; to create new strip, Staunton, 12-8:32
King's characters are in 3rd generation, Brandenburg, 12-22:66
McClure re-organizes, expands, Staunton, 10-6:48
McManus celebrates .. century of Jiggs, Staunton, 12-1:56
NEA'S Jean George is "quick as camera," Staunton, 11-17:36
Polk, George and Catherine, seek UNO facts, Staunton, 10-27:60
Services boost public morale, Staunton, 9-29:16
UFS seeks Winston, signs Randy Churchill, Staunton, 9-22:52
Uncle Remus tales in KFS—Disney comic, Staunton, 8-25:40
Unwrap bundle of features, Staunton, 8-11:10
Wexler back at PM, Staunton, 11-24:32
Wheeler to distribute Montreal Star features, 7-7:50
"Wolf" signed by UFS, 11-24:32
Women comic artists entertained by E & P, Staunton, 11-10:76
Tabloids:
New, planned in San Francisco, 12-22:71
Seen answer to paper problem, 12-1:30
Tait, Wilma C., elected president of Canadian Women's Press Club, 12-1:62
Taylor, George W., removal sought by union, 7-21:8
Taylor, Zachary, joins GOP publicity office, 9-1:20
Teatsorth, Frank, heads U. P. Tokyo bureau, 12-1:72
Telecommunications accord eases flow of information, Walker, 12-8:7
Television:
Arithmetic of video in 3-billion dollar field, Walker, 10-27:70
Coverage broadened by new camera tube, Walker, 10-27:11
In the news, 9-8:60
Los Angeles court to test use, 8-4:22
Milwaukee keeps busy learning about, Herzog, 11-24:54
NEA comics used in experiment, 8-11:32
Newspaper applicants helped by rules, 12-8:60
Picture changed in outlook, Walker, 10-20:56
Results of test in retail store analyzed, Duke, 12-8:11
Thorp, Jerry, cited for bravery, 8-18:44
Tiblier, Paul I., heads La.-Miss. AP Association, 11-3:69
Tierney, Maurice, Sr., celebrates 50th anniversary with Chicago Tribune, 9-8:56
Times-Herald photo plant, Price, 8-4:66
Tobacco shop finds ad continuity pays, Fehlman, 10-20:54
Toilet goods board aids advertisers, Feezel, 7-7:12
Tojo suicide attempt, newsmen arrive for, 9-15:8
Toledo Blade veteran guide draws queries, 12-29:13
Trade news, Lou Schneider gives popular slant to, 8-25:34
Trade papers, ads dissected, Irvin, 10-13:62
Training:
Apprentice, standards set up in Phila., 9-22:45
Linotype school for veterans at Missouri U., 11-17:66
Minnesota photogs have plan, Price, 11-3:62
Staff, and sharing of data on color, McCullough, 11-24:8
Times-Picayune carrier boys' school reopens, 11-3:67
Types, ANPA bulleton advises on, 11-10:68
Vets' apprentice, set up, 9-8:74
Treasury Department committee outlines V-loan plan, 10-6:24
Truman, Harry S.:
Aids market forum, 9-15:10
Expected to oppose "free press" proviso, 11-10:10
Member of Missouri Press Association, 12-15:96
National Newspaper Week proclamation, 9-29:8
Newsy sessions with, prompt plea for more, 7-14:50
No publicity on private jaunts, 12-1:34
Participates in comeramen's party, Price, 10-27:64
Phones Kansas City desk that he's in town, 12-1:65
Pledges aid to War Ad Council, 10-20:12
Price honored by, 9-8:10
Seen pressing for news access, 12-15:42
Wants equal access to newsmen, Miller, 8-25:13
Truman, Mrs. Harry S., receives press by proxy, Stephenson, 10-13:24
Tucker, Irwin St. John, "doubles" in pulpit and press, Brandenburg, 12-1:62
Tully, Miriam W., promotes selling through service, 7-28:14
Turner, Carl, leaves INS, 10-20:46
Tushingham, Walter L., passes 70th birthday, 11-3:24
Typists "print" papers in Jersey experiment, 8-18:54
Underground press:
Filipino publisher tells of, Weingarten, 8-11:52
Greek 3 are dailies now, Potter, 7-7:20
Union Oil Co. ads promote free enterprise, 7-14:55
Unions, *see* Labor
United Church Canvass sponsors campaign, 10-13:69
United Nations Information Office work continued by foreign nations, Staunton, 10-6:62
United Nations Organization:
Boston rushes brochure in bid for center, 12-22:32
Free press and (Editorial), 10-6:42
Reservations, 12-22:76
United Nations RRA, free press and (Editorial) 10-20:42
United Press:
Expands foreign feature sales, 8-11:46
Expands in South, 12-29:16
Expands sports schedule, 9-29:24
Paris, Brussels linked by, 7-14:68
Paris to London wire opened, 10-6:34
Pick biggest stories of year, 12-15:46
Quest for sender of false surrender flash, 8-18:15
School takes, 9-1:26
United States Information Service, urged by McGill, 11-17:9
Van Atta, Lee, shoulder bruises worn as medals by, Rovner, 10-20:30
Van Cronkhite, John, retirement, 10-13:46
Van Horne, Harriet, radio job is to entertain, Staunton, 12-8:56
Vaughan, W. H., talks fleeing prisoner into giving up, 12-1:65
Vaughn, Miles, report on Orient, plans return to Manila, 12-22:73
Vendors' taxes, S. F. papers file suits on, 10-27:83
Vessels, Jay, joins Minneapolis Star-Journal, 12-15:24
Veterans:
Admen counsel, seeking jobs in field, 10-13:66
Advised to seek jobs on small papers, Price, 9-8:52
Aid to (Editorial), 12-8:46
Disabled:
Hollingsworth, M. M., offers encouragement to, Brinsmade, 10-27:62
Story brings gifts, 9-22:24
Free ads help jobless find work, Towle, 10-13:66
Guild's policy (Editorial), 7-7:34
Handbook tells how to get job, Irvin, 7-21:54
Job assets stressed by General Bradley, 9-1:61
Job program, newspaper ads boost local, 10-27:80
Linotype school for, at Missouri U., 11-17:66
Loose-Wiles tackles public relations, 8-18:20
Making good ad salesmen, Fehlman, 11-24:52
N. Y. Herald Tribune "tailors" jobs for, 10-13:52
Obligation to rehire is explained, Werne, 7-28:62
Philadelphia Bulletin aids, on job forum, 12-1:22
Philadelphia Bulletin offers rehabilitation aids, 11-17:22
Questions, answers on rights, Werne, 8-11:56
Readjustment, press urged to aid, 11-24:50
Responding to ads, 11-3:54
Rulings on job rights applied, Werne, 8-25:60
School for, fills luncheon orders for help, 11-10:54
Schools offer source of ads to, 10-13:18
Seek removal of Pyle's body to U. S., 7-7:26
Service for (Editorial), 11-24:42
Ventures of, test for admen, 10-13:60
Von Hortz, Ernest, named by Chicago Sun, 8-25:26
Wage-hour Act, Supreme Court review asked on, 9-22:10
Wage rate established on Phila. papers, 12-1:52
Wainwright, Jonathan M., tells his story for KFS, 9-22:11
Waite, Clark F., 4A's rate stand debated by, 10-20:64
Wald, Jerry, producer of movies works like an M. E., Goodman, 7-28:56
Walgreen's steps up tone of drug store ad copy, Brandenburg, 12-29:7
Wallace, R. Edgar, death of, 7-14:61
Wallace, Tom, receives Columbia's Cabot Prize, 12-15:12
Walsh, Davis J., rejoins INS, 10-27:30
Walsh, Mason, named city editor of Dallas Times Herald, 9-29:26
Walters, Basil L.:
Sees facsimile, Sunday-only papers ahead, 11-3:10
Takes parting shot at OPA gas policy, 8-18:60
Wands, Robert A., on spot as Japs give up, 9-8:34
Warner, Albert F., quits PRO, 9-22:13
Washington confusion (Editorial), 12-29:38
Washington Post picture plant 20 years old, Price, 8-11:63
Washington Star photo plant old-fashioned, but efficient, Price, 7-28:74
Wastepaper drive:
Chicago totals, 9-29:80
Milwaukee collection, 10-27:74
Paper need continues (Editorial), 8-18:40
Pennsylvanians meet quota, 7-28:28
Salvage mark holds, 7-7:9
"World Series" to boost, 7-28:16
Watertown Daily Times, celebrates 50th year, 12-1:71
Watson, Latimer, is honored, 11-17:64
War:
Advertising total in 2 years, 11-3:24
Bonds:
June war effort ads to, 9-8:68
New York Sun handles unique promotion, 7-14:53
Phila. stores in finale, 12-15:76
Record (Editorial), 7-14:34
Rivals made, shared news in drives, Elliot, Sias, Gregory, 12-29:47
Seventh loan:
Linage leaders listed, 9-15:80
Newspapers lauded for help in, 7-14:8
Record (Editorial), 8-11:40
Utah "Queens" sell 60% of, 7-28:81
Victory loan:
Cartoonists, writers aid, 12-15:80
"Courtesy" plan urged as theme, 9-1:28
(Editorial), 9-22:40, 11-3:42, 11-24:42
Lag (Editorial), 11-17:46
Record amount of ad material for, 9-22:66
Retailers' plans mapped, 9-1:38
Treasury committee outlines, 10-6:24
Wagon drive clicks in Gary, 7-21:54
Correspondents:
Allen, Larry, leaves for Germany, 8-11:44
Avery, Marjorie, home, 8-4:13
Bolling, Landrum, "Iron Curtain" in Europe on way out, 9-29:26
Canadian women writers back from war, 9-15:36
Canadian writer hailed for secrecy, 12-8:20
Coyne, Catherine, Playtair, 7-21:61
Hughes, Paul J., in Pacific for Louisville Times, 9-8:38
Jones, George E., packs byline for brief vacation, 11-24:63
Kay, Leon, returns to U. S., 8-25:28
Kinch, Sam, cited for bravery, 7-28:51
Kluckhohn, Frank L., just "lucky," 10-13:26
Korman, Seymour, 7th Army RKOs made reporting tough, 8-4:24
Lewis, Murray, how to win friends and influence stories, 8-11:38
Mark biggest week of war, Rovner, 9-8:50
McDonald, Joseph F., liberated from Jap prison, 9-15:79
McDougall, William, relates Pacific experiences, Ridings, 11-10:13
McGaffin, William:
Honored by navy, 12-1:36
Tells of landing on Okinawa, Brown, 7-28:36
Morton, Joseph:
Executed by Nazis, Ridings, 7-14:8
Nurse's letter tells of execution of, 7-21:61
Newman, Larry, INS, will not forget No. 411, 7-7:13
Red Cross honors, 7-21:50
Richardson, Robert C., Jr., praises, 11-10:96
Russians free 3 newsmen, 8-11:26
Simmons, Walter, Manila drive no picnic, 9-1:24
Smalley, Alton, back from hospital, 7-14:38
Smyth, Jack, makes another jump—to Pacific, Feezel, 7-28:32
Status changed; costs shifted, 10-6:75
Subsidy for, Dickson hits, Butler, 9-8:10
Thorp, Jerry, cited for bravery, 8-18:44
Tokyo correspondents battle for comforts, La Cerda, 12-1:24
Van Atta, Lee, shoulder bruises worn as medals by, Rovner, 10-20:30
Weissblatt, Franz, awarded Purple Heart, 7-7:38
Werner, Douglas, 12-8:87
Wheeler, Keith, Purple Heart to, 8-18:62
Editor-soldier tells how Japs were outwitted, 11-3:62
End of a (Editorial), 8-18:40
False flash inquiry centers in Nashville, 9-1:38
45th Division News from Ft. Sill to Munich, 11-3:34
Japs have surrendered, 8-18:14
Killed keyhole stories, Britisher says, Staunton, 10-20:62
Leaves problem of "flash" technique, Walker, 8-18:46
Reporting (Editorial), 12-1:42
Shippers pay tribute to nation's press, 9-15:84
Things advertisers learned during, Fehlman, 12-22:54
Trade balance needed to avoid, 8-4:26
War Advertising Council:
Army officers to aid on campaigns, 7-28:12
Asks advertisers' aid in reconversion, 9-1:52
Docket adds four to "E" list, 7-7:46
Future of, told by Young, 12-15:88
Industry urged to continue aid to, 9-29:26
Plans peacetime public service, 9-15:11
Postwar ad council (Editorial), 7-28:48
Truman pledges aid to, 10-20:12
War crimes trials:
Coverage worked out in detail, Oechsner, 12-15:10
In Rome a "Shangri-la," Levenson, 11-17:18
War Department purge of army paper, White, 11-17:78
War Labor Board:
Approval necessary for many "extras," Werne, 7-14:44
Denies demands of N. Y. deliverers, 9-22:8
Grants raises on Phila. papers, 9-15:70
ITU contract policy examined by, 7-14:66
N. J. printers fail to appear at hearing, 7-7:8
Polls publishers, 9-8:83
Refusal of wage brings 1-day walkout, 9-1:34
Rescinds drivers' contract, 7-14:5
Reverses Commission; Guild upheld, 7-28:13
Stops ITU contracts, puts all in "dispute" file, 7-21:8
War Production Board:
Asked to end newsprint rationing Dec. 31, Butler, 9-15:7
Explains tonnage rules for 4th period, 10-6:68
Grants paper for last quarter, 11-3:32
L-240 relaxed to spread tons of newsprint, 7-7:11
"Score" ad ban continuance urged by, 11-3:63
Springfield dailies penalized by, 7-7:8

Warburg, James P., Jr., start rural press project, Walker, 8-4:30
Weber, Fred, heads Ohio State Circulators, 10-27:72
Weissblatt, Franz, awarded Purple Heart, 7-7:38
Weller, George, behind Jap line, 7-14:53
Werner, Douglas, Berliners favor U. S. published papers, 12-8:87
West, Paul B., stresses public relations ads, 9-15:38
Western Union Telegraph Company announces new radio relay system, 10-27:11
What Our Readers Say, 7-7:64, 7-14:72, 7-21:68, 7-28:88, 8-4:72, 8-11:75, 8-18:66, 8-25:68, 9-1:67, 9-15:70, 10-20:77, 10-27:88, 11-3:80, 11-17:80, 12-1:75, 12-15:64, 12-22:65, 12-29:57
Wheeler, Keith, awarded Purple Heart, 8-18:62
Whipple, Charles L., pledges "serious" fight for Guild post, 7-7:52
White, Jack K., named Marquette Cement publicity chief, 11-3:26
Whitechapel Club, plaque unveiled, 12-1:16
Whiteleather, Melvin K., U. of P. award received by, 7-14:11
Wier, William S., retires, 10-13:74
Wiggins, J. R., issues book for news staff, 12-8:18
Wilkins, Mac M., death of, 12-8:89
Williams, Howard D., sees U. S. industry role in England, 10-20:71
Williams, Jack, Jr., named Waycross Journal Herald city editor, 11-24:80
Wills, Richard H., named treasurer of Roanoke Times-World, 12-15:85
Wilson, Bob, elected president by Connecticut sports writers, 12-22:69
Wine industry to expand ads, 11-3:50
Winkler, Paul, accused of aiding Nazis, 8-4:28
Withholding news (Editorial), 7-14:34
Women useful selling local ads, Fehlman, 12-8:64
Women in journalism:
  Coyne, Catherine, Playfair, 7-21:61
  Eads, Jane, likes science and hats, Staunton, 12-29:49
  Essary, Helen, writes what she likes, Staunton, 8-11:24
  Fox, Jerry, Rosensweet, 8-25:38
  Furman, Bess, joins family, career in Washington, Staunton, 11-17:60
  Kuhn, Irene, Ridings, 7-21:24
  Lewis, Flora, AP, specializes in diplomacy, Staunton, 7-7:28
  Moore, Ruth, reaches Capital via detecting, Staunton, 9-15:34
Wood control, report stresses international, 11-10:64
Woodlock, Thomas Francis, death of, 9-1:52
Wooton, Paul, elected president of National Press Club, 12-22:70
Worldover Press at Wilton, Conn., Wolseley, 12-1:29
Wright, F. A., promoted by Cutler-Hammer, 9-8:77
Wright, McQuown, gets British medal, 11-3:38
Wright, Tep, heads Acme-NEA in San Francisco, 12-1:56
Wurzell, J. J., feted, 9-15:75
Yank:
  Folds after 3½ years service, Gould, 12-22:52
  Salute to (Editorial), 12-22:42
  To quit Dec. 28, 10-20:71
  Tokyo edition greets entering troops, 9-15:11
Young, James W., Ad Council's future, 12-15:88
Youth:
  Adult and, interests in paper compared, Peterson, 12-29:63
  Needed (Editorial), 12-8:46
Yudain, Sylvia, "scoops" field on murder angles, 7-7:18
Yudain, Theodore, named on Greenwich (Conn.) Time, 11-3:38
Zenger Memorial:
  Fund appeal, 12-29:8
  Funds raised for, 12-15:15
  Hearst papers donate to fund, 12-22:71
Zerbe, Jerome, joins N. Y. Mirror, 12-15:30

AUTHOR'S INDEX

Anspacher, J. M., German editors voice appeal for honest news of world, 10-27:9
Atkinson, Brooks, Pravda celebrates, chides "slave press," 9-29:42
Bailey, James, Idea plus ads result in huge curtain sales, 12-15:36
Baillie, Hugh, Gradual freeing of press in Japan, 10-6:7
Balk, J. Th., Five years of press muzzling futile for Nazis in Holland, 8-11:11
Baus, Herbert M., "Forgotten 9th" saved by home town idea, 12-8:44
Beatty, Hamilton, Architect sees changes in equipment hastening single-story plant, 11-10:82
Beck, Richard R., I and H service helped to glorify infantry, 8-25:32
Bentel, Dwight:
  Comic artists draw odd squawk letters, 12-15:78
  It's a local story on the Pacific Coast, 8-18:15
Bowles, Chester, Public support won for price controls, 9-29:11
Brandenburg, George A.:
  Auto columns must be newsy, 9-22:30
  Borton sees economic, social role for ads, 7-21:30
  Canadian daily develops own conveyor plan, 9-1:64
  Capper, at 80, carries on brilliant publishing career, 9-8:11
  Carrier boy promotion gains importance, 7-21:52
  Carrier publications prove their worth, 8-18:70
  Carrier "sports" contest produces good results, 11-24:62
Carriers' "gripes" told by Iowa circulator, 12-22:68
Commission gets ITU laws dispute, 7-21:7
Daily circulation reaches new peak, 12-29:5
Food pages should be tasty but practical, 11-24:14
Foreign correspondent "must dig for truth," 9-15:78
Good carrier service pays big dividends, 10-13:82
Gould starts 15th year with Dick Tracy, 10-6:10
Guild's program sets $35 as minimum pay, 7-7:52
Higher standards needed in personnel, 11-3:70
ICMA to suggest circulation curriculum, 10-27:80
ICMA yearbook gives preview of future, 11-10:90
King's characters are now in 3rd generation, 12-22:66
Knight charts course of Chicago Daily News, 10-20:32
Local news called circulation builder, 12-8:68
Many ideas exchanged at R and T promotion meet, 11-10:9
McCormick sees postwar expansion of newspapers, 9-1:9
Modern mail room equipment, need for, 12-15:58
Motor routes should be on sound basis, 11-17:64
Music, football attract 180,000, 8-25:14
Newspaperboy has his day—Oct. 6, 9-29:10
Newspapers called best medium for appliance ads, 9-15:10
Outlines H-D plan for Cleveland Press, 12-29:56
R and T survey covers postal rate costs, 7-7:48
S. F. Examiner wins national fleet contest, 9-29:82
Self-control in paper use mandatory, Inland warned, 10-20:7
Seltzer sees youth needed to revitalize newspapers, 12-8:8
St. Paul papers take lead as community builders, 7-14:7
Sunday paper promoted as postwar builder, 9-15:72
Vigorous reporting on Knight schedule, 8-18:62
Walgreen's steps up tone of drugstore ad copy, 12-29:7
Weeklies to expand ad promotion activities, 11-3:68
Brinsmade, H. H.:
  "Holly" offers encouragement to disabled vets, 10-27:62
  Mrs. Reid does it once more in Monroe, La., 12-29:47
Brown, Harold P., McGaffin tells of landing on Okinawa, 7-28:36
Brown, Robert U., Shop Talk at Thirty, 7-7:64, 7-14:72, 7-21:68, 7-28:88, 8-4:72, 8-11:80, 8-18:80, 8-25:72, 9-1:72, 9-8:88, 9-15:84, 9-22:72, 9-29:88, 10-6:80, 10-13:88, 10-20:80, 10-27:88, 11-3:80, 11-10:96, 11-17:84, 11-24:80, 12-1:80, 12-8:92, 12-15:96, 12-22:76, 12-29:68
Burrows, Ed, How to conserve on photo paper, 11-10:86
Butler, James S.:
  Dickson hits subsidy for correspondents, 9-8:10
  Gridiron warmed up for Jubilee dinner, 12-8:72
  Handouts don't make headlines in capital today, 12-15:20
  Price closes book on war censorship, 12-22:72
  Reporters are glad Ickes stays around, 9-8:54
  "Social Era" to produce great flood of copy, 10-13:34
  Stamp selling agency seen in postwar role, 8-4:28
  WPB asked to end rationing of newsprint Dec. 31, 9-15:7
Carson, Charles H., The Party Line, 7-7:14, 7-14:12, 7-21:14, 7-28:14, 8-4:16, 8-11:14, 8-18:18, 8-25:16, 9-1:14, 9-8:14, 9-15:14, 9-22:14, 9-29:14, 10-6:14, 10-13:14, 10-20:16, 10-27:14, 11-3:12, 11-10:14, 11-17:14, 11-24:12, 12-1:14, 12-8:14, 12-15:16, 12-22:14, 12-29:14
Chappell, Edward A., Circulation income should meet payroll, 8-4:62
Coogan, James Alan, Brazil's papers win duty-free newsprint, 10-20:36
Cooper, Kent, AP put under court control by demand of FDR, 10-20:11
Crenshaw, James, New battle on over press ban in L. A. court, 12-29:61
De Luce, Daniel, Tells how he got Austria talks, 11-10:91
Deuel, C. R., Sports program makes it fun to be carrier, 10-20:48
Dixon, Arch, Art backs up art—by design—and ends first impression woes, 8-11:66
Drewry, John E., Book page content, makeup analyzed, 12-15:29
Duke, Charles W.:
  Daily's ads modernize material in museums, 12-8:24
  Machinery production to hit stride by June, 11-24:56
  No newsprint is available for expansion—Steinman, 11-17:11
  No Scandinavian newsprint 'til next June, Steinman, 9-1:7
  "Old grad" (Ed Pollock) plays the game, 11-10:22
  Phila. Bulletin's Yule story widely read, 12-29:34
  Quakers' ads plead for Europe's hungry, 12-15:84
  Results of television test in retail store analyzed, 12-8:11
  Study postal rates, publishers advised, 10-27:54
  Wartime hardships of British press told, 9-1:59
Ellard, Roscoe, Books in review, 7-7:60, 7-21:62, 8-4:68, 8-18:74, 9-1:62, 9-15:74, 9-29:58, 10-13:64, 10-27:78, 11-10:70, 11-24:68, 12-15:72, 12-22:56
Elliot, Jackson, Rivals made, shared news in bond drives, 12-29:47
Estes, Jack, Paper routes are seen as bar to delinquency, 8-18:28
Ethridge, Mark F., Postwar years challenge to press, 10-13:9
Falk, Ray, News reaches N. Y. Times by variety of transmission devices, 9-8:73
Feezel, Betty:
  Ads put persuasion before compulsion, 9-29:12
  Ads urged to sell "The American Way," 12-1:9
  Advertisers comment: "It's good to be back," 7-21:12
  Agency research plan calls for machines, 8-4:50
  "American Network" plans are detailed, 12-15:8
  Campaigns and accounts, 7-7:12, 7-14:10, 7-21:12, 7-28:12, 8-4:12, 8-11:12, 8-18:16, 8-25:12, 9-1:12, 9-8:12, 9-15:12, 9-22:12, 9-29:12, 10-6:12, 10-13:12, 10-20:12, 10-27:12, 11-3:12, 11-10:12, 11-17:12, 11-24:10, 12-1:12, 12-8:12, 12-15:14, 12-22:12, 12-29:12
  Ehlers proves steady newspaper ads pay, 9-8:12
  Gasoline firms have ads ready, 8-25:12
  Gimbels gets results from "Miracle Pen" ads, 11-17:74
  Instant coffees seen linage makers in '46, 12-15:76
  John Giesen becomes retail division chief, 7-14:10
  Market ads mirror owner's life and times, 12-8:58
  McClung finds ad picture dark in France, 10-13:12
  Newspaper ads called "business insurance," 9-29:38
  Smyth makes another jump—to the Pacific, 7-28:32
  Toilet goods board aid advertisers, 7-7:12
  Ward's "exchange" ads increase store traffic, 11-10:36
Fehlman, Frank E.:
  Ads held "must" now for "corner" grocer, 12-15:74
  Beauty shops are live newspaper prospects, 9-22:50
  Business school ads seen good for years, 11-17:58
  Electrical repair ads work two ways, 7-7:22
  Fuel worries lead to insulation sales, 7-14:40
  G. I. bill of rights seen good bank ad copy, 11-3:60
  Heating business runs 40,000 lines a year, 9-8:38
  Hospital ad drives seen opportune now, 10-27:74
  Hospital ad schedule is community "must," 8-25:62
  Let local copy scare—but lower your voice, 7-21:46
  Music stores ready for steady campaign, 10-6:50
  Newlywed couples ready to buy, 9-29:66
  News-size type face urged for food ads, 8-4:63
  One recipe a week lands fish buyers, 7-28:58
  Outline for full 1946 retail sales program, 9-15:62
  Put insurance firms on regular schedule, 8-11:48
  Regional advertisers waiting to be sold, 8-18:75
  Sell out-of-towners with mail order copy, 10-13:68
  Some resolutions from your writer, 12-29:46
  Space in local daily serves druggist best, 9-1:26
  Things advertisers learned during war, 12-22:54
  Tobacco shop finds ad continuity pays, 10-20:5
  Vets seen making good ad salesmen, 11-24:524
  Weekly "news" ads build baby business, 12-1:38
  Women seen useful selling local ads, 12-8:64
  Yule photos copy seen timely now, 11-10:60
Field, Marshall, II, Great power of advertising lies in selling ideas, 11-17:10
Fletcher, Leonard:
  Britain's blitzed provincials never failed, 8-11:65
  England's home town papers gain in war, 8-4:38
Foskett, Elbridge B.:
  It pays to be curious—theme for dailies' research, 8-25:15
  Product information must be authentic, 9-1:18
Garcia, Frank M.:
  Americas form solid bloc at Rio conference, 9-29:32a
  Free access to news sources asked by U. S. at Rio parley, 9-15:9
  Rio conference tackles free information issue, 9-22:48
Gehman, Richard B.:
  How public relations handled atom story, 9-15:16
  Weekly in atom town spreads news wealth, 8-18:73
Gilmore, Eddy, Gilmore and Molotov toast relaxed Soviet censorship, 11-17:7
Goodman, Ezra, Producer of movies works like an M. E., 7-28:56
Gould, Paul, "Yank" folds after 3½ years service, 12-22:52
Gregory, Albro B., Rivals made, shared news in bond drives, 12-29:47
Gwin, Yolande, Sexless cartoon style conceals "Mrs." Mergen, 11-3:54
Heighway, Arthur J.:
  Advertising assigned role for Evangelism in England 12-15:11
  Re-hiring becomes problem for 4-page British papers, 11-3:8
  Unions back London papers in plea for more newsprint, 12-8:10
Herzog, L. W., Milwaukee keeps busy learning about "tele," 11-24:54
Hill, Ernie, Threat to wreck La Prensa caps climax of Peron's fight, 7-21:9
Hirschfeld, Mary, Hotel city room is monument to a lost job, 9-1:63
Hoffman, Frank E.:
  Dummy layouts for sports pages, 9-8:76
  How to arrange advertising for layouts, 7-14:62
  How to place ribbon heads, 11-10:85
  Points on dressing up editorial page, 7-11:70
  Typography of the social page, 10-13:79
Irvin, T. S.:
  "Appraisal session" seen need for '46, 12-29:48
  Better promotion seen "must" today, 11-3:56
  Boost the newspaper by boosting the town, 8-18:52
  Boost to hometown newspaper's ace card, 10-6:58
  Cultivating public seen good insurance, 11-10:56
  Dailies gave aid and comfort in many ways, 9-29:9
  Dissects ads in trade papers, 10-13:62
  Good advice to promotion men, 12-15:66

Good promotion tips, 12-1:48
Good promotions draw nod, 11-17:68
How the newspapers can use radio time, 9-15:66
Irvin predicts, advises on future's challenge, 9-1:46

Local touch offsets "big business' label, 7-14:48
Localized copy offered by Northwest group, 9-8:58
Milwaukee, Omaha surveys lauded, 12-8:62
Need for local promotion stressed, 11-24:64
Omaha families tell what they want, 8-4:56
Promotion now urged as circulation aid, 10-27:76
Promotion seen "must" to meet competition, 10-20:66
Reprints give stories more lasting value, 7-7:56
Reprints lend force, permanence to stories, 8-11:50
School days can be good promotion days, 8-25:52
Standard market data can be made attractive, 9-22:64
Summer quiz urged for all departments, 7-28:64
Urges papers to tell service stories now, 12-22:48
Vet handbook tells how to get the job, 7-21:54
Johnson, William J., Millions of motorists go riding with Russell, 12-1:32
Keen, Harold, Scripps papers build on community basis, 12-22:60
Kemmerer, Bert, Pulp data gathered in forest inventory, 7-7:44
Kendall, Frank P., Ad men advised to build idea service department, 8-11:13
Klett, Kathryn, It's tough for them when slips get by, 7-14:58
Koop, Theodore F., Self-censorship held line for freedom, 9-29:10
La Cerda, John, Tokyo correspondents battle for comforts, 12-1:24
Levenson, Rosaline, War criminal trial in Rome a "Shangri-La," 11-17:18
Lewis, B. W., Men who have sold products urged as admen, 12-8:34
Lewis, Murray, How to win friends and influence stories, 8-11:38
Logan, Albert B., Marine Corps air depot news "Utopia," 9-15:52
Mack, Russell V., More employers, more jobs, theme of community ads, 12-15:9
Mahan, Sydney D., Crosley Institute defines newspaper use for dealers, 11-24:7
Mann, Bruce R., Agency chief spanks realty ad condensers, 12-15:22
Marder, Murrey, Editors are given appraisal of ex-service newsmen, 9-15:68
Martin, Harry V., Ads helping doctors restore practice, 12-1:50
Martin, M. Geroge, Will color printing compel newspapers to discontinue dry matrix shrinkage? 10-13:78
McCullough, Jacqueline:
Action! it's expected in tomorrow's photo, 8-4:14
Panama ad manager gathers ideas in U. S., 10-6:30
Staff training and sharing of data on color proposed, 11-24:8
McDonald, Charles A., Rationing seen aid to circulation men, 11-3:36
McGill, Ralph E., U. S. must find way to tell its story to world, 11-17:9
McNutt, Paul V., Press power enlisted in manpower task, 9-29:13
Meredith, George F., Newspaper a "must" for public relations, 7-28:12
Meyer, Eric E., Emery Odell marks two anniversaries, 11-17:32
Miller, Paul, Truman wants equal access for newsmen, 8-25:13
Monchak, S. J.:
Domei, two Jap dailies closed by MacArthur, 9-22:13
Laurence relates his role on atomic bomb project, 9-22:9
MacArthur imposes free press on Japan, 9-29:32b
Need for 20% more paper seen in first half of, '46 10-6:8
Morantte, P. C., Fewer Manila dailies seen after election, 11-3:32
Nelson, Harry M., Boy reporter cast teen-age eyes on parley, 7-7:24
Oechsner, Frederick C., War crimes trial coverage worked out in detail, 12-15:10
Olson, Kenneth E., Army school prepares 238 for journalism, 10-20:70
Page, Franklin F., Minneapolis dailies rise under Cowles leadership, 10-6:11
Parker, George W.:
Busy carrier program yields big dividends, 9-8:65
Detroit News station on air 25 years, 8-25:54
Patterson, Charles J., Reporter's sleuthing smashes "Nationalists," 12-15:32
Peterson, Ted, Youth, adult interests in paper compared, 12-29:63
Phillips, Loyal, Ad managers plan strong drive for new business in '46, 10-13:10
Playfair, Robert:
Barron precepts rule Boston News Bureau, 8-25:56
Give us more history pleads this reporter, 7-21:61
"Lowbrow" copy, but it attracts highbrow trade, 12-22:28
Potter, John Mason, 3 underground Greek papers are dailies now, 7-7:20
Price, Jack:
Acme lensman covering Moscow meet, 12-22:58
Baltimore Sun picture plant has 3 sections, 7-7:40
Basic training key to good photos, 12-1:54
Camera knights hail promotion of Dick Sarno, 12-8:52
City staff ideas worked out by cameramen, 7-21:40
GE's tube supplies new Robotron camera, 12-15:68
German camera invasion fear held groundless, 9-1:54
Jobs for vets cause concern in Coast Guard, 10-6:66
Lens standardization studied by photogs, 11-10:74
Many papers asking about "one-man" plant, 12-29:61
Men and "suds" on Hearst staff in Baltimore, 7-14:30
Minnesota photogs have training plan, 11-3:62
Newsmen still arguing about "model" camera, 10-13:54
OIAA 5-man camera staff an ideal setup, 9-15:40
Photo plant old-fashioned, but efficient, 7-28:74
Potsdam photo coverage done on strict plan, 8-18:48
President participates in cameramen's party, 10-27:64
Small dailies urged to build photo coverage, 9-22:56
Small paper acts to build photo news, 9-29:84
Some ex-service photogs change minds on jobs, 11-17:66
Surplus sale offers nothing for press corps, 8-25:48
There's still no sign of "miracle" camera, 11-24:58
Times-Herald photo plant is large, modern, 8-4:66
Truman is photogs' "best friend"—Corte, 10-20:68
Vets advised to seek jobs on small papers,9-8:52
Washington Post picture plant 20 years old, 8-11:63
Purdue, Marcus, Bangkok daily operated by all-woman staff, 10-20:65
Reinhardt, Guenther, Swiss-American press connections revealed, 7-7:54
Ridings, Ruth:
Atom bomb old stuff to your mom and pop, 8-18:56
Berger caricatures click in N. Y. Times, 10-27:66
Dick Sarno to direct Hearst photography, 12-8:9
Diplomats blamed for Potsdam secrecy, 7-28:10
Joe Connolly's daughter back on INP staff, 7-28:16
Joe Morton executed by Nazis; AP learns, 7-14:8
McDougall, "back from dead," relates experiences in Pacific, 11-10:13
Speak many tongues, advice to the ladies, 7-21:24
Roberts, Avis C., Reporter-housewife breaks black market, 8-11:20
Roberts, Gordon, McNeil "takes it easy," remains CP adviser, 10-6:12
Roessner, Elmer, Stars and Stripes freed by Eisenhower letter, 12-8:22
Rosensweet, Alvin:
Informality flatters, but flippancy hurts, 12-29:52
Metropolitan city desk becomes female job, 8-25:38
Ross, Bill, North China papers active on liberation, 11-3:38
Rovner, Samuel:
Ad campaign mapped for insurance groups, 11-24:10
Agencies want notice of altered rate quickly, 12-29:12
Associated takes air as National Network, 9-22:54
Atomic bomb, Russian war blast way into front page, 8-11:7
Correspondents mark biggest week of war, 9-8:50
FCC starts processing applications for FM, 9-15:54
Four-city test campaign triples Fawcett sales, 12-8:12
Gas industry steps up newspaper campaign, 12-1:12
Hometown group tells about "Market No. 3," 10-27:12
Larry Newman, INS, will not forget No. 411, 7-7:13
McCaleb liked being back on "police beat," 11-17:24
"Nationwide formula" develops new uses, 12-22:12
OPA pricing blamed for production lag, 11-17:12
Press freedom picture displays more dark spots, 10-27:7
Public relations task seen for business at ANA meet, 11-24:5
Publishers back showings of newspaper-radio study, 12-22:7
Publishers warned of space competition, 11-10:12
Shoulder bruises worn as medals by Van Atta, 10-20:30
Stanford talks about sea and newspapers, 11-3:12
U. S. newsmen hurl charges against British censorship, 11-10:10
Shanke, Edwin, Scandinavian press beset by difficulties, 9-22:36
Sias, Erwin D., Rivals made, shared news in bond drive, 12-29:47
Singer, Harry, Visual tools outlined for ad space sellers, 8-25:24
Smith, Rollyn G.:
Brand items are basic copy in building "super" stories, 7-7:9
"Co-op" copy viewed as help for progressive grocer, 7-14:9
Staunton, Helen M.:
And so Bushmiller got kidnapped by Nancy, 9-8:81
AP's Jane Eads likes science and hats, 12-29:49
Beautiful aviatrix intrigue . . . "Drago," 8-11:74
Bomb solution—access to science, says Davis, 12-15:34
Book service boosts national retail ads, 11-3:52
Branner celebrates 25 years of "Winnie," 8-18:72
Comics reconvert too, with Jap surrender, 8-18:30
Feminine, vital, Essary writes what she likes, 8-11:24
15 years of pin-ups—"Oo-ooh" chorties Don, 7-28:76
Flora Lewis, AP, specializes in diplomacy, 7-7:28
Food should be fun says NEA columnist, 10-20:50
Friendliness keynotes homemaking program, 8-4:15
Furman joins family, career in Washington, 11-17:60
Goldberg revives Butts in 40th cartoon year, 12-22:50
Hedda puts reporter through the Hopper, 12-15:62
Inhibitions rampant in "Moon Mullins" strip, 7-14:42
Jersey City is "lost" without its Journal, 7-28:8
Job is to entertain, says radio columnist, 12-8:56
"Just two reporters" seek UNO facts, 10-27:60
KFS, Raymond renew; to create new strip, 12-8:32
Maps will interpret postwar, says Detke, 8-11:60
McClure Syndicate reorganizes, expands, 10-6:48
McManus celebrates on-third century of Jiggs, 12-1:56
NEA's Jean George is "quick as camera," 11-17:36
Ruth Moore reaches capital via detecting, 9-15:34
Syndicate boom just postponed—salesmen, 12-29:44
Syndicates announce 3 more comics, 10-13:32
Syndicates' services boost public morale, 9-29:16
Syndicates unwrap bundle of features, 8-11:10
They ask about most anything, 11-3:54
Throngs go to plants for papers, 7-14:5
UFS seeks Winston, signs Randy Churchill, 9-22:52
Uncle Remus tales in KFS-Disney comic, 8-25:40
UNIO work continued by foreign nations, 10-6:62
War killed keyhole stories, Britisher says, 10-20:62
War writer home, shops, but can't buy, 8-4:13
Wexler back at PM, "Wolf" signed by UFS, 11-24:32
Women comic artists entertained by E & P, 11-10:76
Stephenson, Malvina, Mrs. Truman receives the press by proxy, 10-13:24
Suydam, Henry, Britain's political campaign, 7-21:10
Taubkin, Irvin S., Tony keeps Fleet St. on journalistic heels, 7-21:20
Taylor, Don:
Bank's trust department boosted by ads, 11-17:40
Chandler of L. A. Times takes publisher title, 8-11:34
Freckles and friends grow up with Blosser, 9-29:70
Towle, Felix S.:
ANCAM ethics code suggested reading, 10-27:68
Classified "ad-master" plan offered, 12-22:64
Classified men urged to taked stock now, 11-24:60
Free vet ads help jobless find work, 10-13:66
Harness classified to housing problem, 11-10:42
How small ads did big job in the war, 9-29:11
New handbook a text on real estate ads, 8-18:50
New sources tapped in classified ad field, 8-4:54
Plea for more space timely if justified, 7-21:48
Reconversion, jobs now in the "if" stage, 9-1:50
Typography survey finds no set ideas, 12-15:60
U. S. uses newspapers for auto parts sales, 9-15:13
Tripp, Frank, Heritage of unselfish service, achievement, 9-29:9
Vaccaro, Ernest B., Holy cow! 'Twas merry chase on wild Christmas, 12-29:9
Walker, Jerry:
AP members explore asset loss for tax deduction, 12-15:7
Arithmetic of Video in 3-billion dollar field, 10-27:70
Atom bomb by-products needed to assist ink and paper research, 11-3:9
Carriers' new stamp goal: 200 boats to invade Japan, 7-28:9
CBS answers critics of "wet" advertising, 8-11:73
Civil Liberties Union considers free radio, 12-1:34
Cowles station wins praise for newscasts, 11-10:66
FCC decisions due on FM applications, 10-6:54
Field, Warburg start rural press project, 8-4:30
Field gets AP associate status, 12-1:7
FM equipment prices are reduced sharply, 12-22:34
FMBI sets policy for free competition, 9-29:62
"Follow through" makes projects grow in Brooklyn, 12-22:11
Freedom of speech theme now stressed, 9-8:60
Hartford's plant city ads adopted as CED pattern, 9-8:9
How N. Y. Tribune got Munsey's Herald, 9-1:32
Milwaukee Journal's FM plans set pace, 7-7:42
New outlay for FM runs into millions, 9-1:48
Newspaper formula devised to simplify ad placing, 8-25:7
Newspapers assume radio responsibilities, 12-29:54
Picture is changed in television outlook, 10-20:56
Radio linage builds for sets, programs, 10-13:58
Rates and regularity govern growth of air deliveries, 8-25:9
Reader survey starts talk about facsimile, 7-28:70
Readership analysis used to simplify food store ads, 11-24:9
Ready for expansion of program listings? 7-21:56
Rule on sharing sites attacked as illegal, 11-3:50
Sky's the limit now for news on the air, 12-8:60
Speedy charter vote spurs theme for newspaper week, 8-4:9
Telecommunications accord eases flow of information, 12-8:7
Television coverage of events broadened by new camera tube, 10-27:11
These Silurians live in present and future, 11-24:48
Tight newsprint situation ahead, warning in paper trade circles, 8-11:8
Verbal battle waged over radio freedom, 11-17:52
War leaves problem of "flash" technique, 8-18:46
Westbrook Pegler, 7-21:11
Ward, Lee, Merchandising cuts loss in national ads, 8-18:26
Watson, Campbell:
Ad outlook bright, Pacific AAAA's told, 10-27:22
Bartholomew relates his "invasion" of Japan, 11-3:74
Cowles' Spokane dailies built on serving vast area, 12-15:13
Harrell built paper by serving readers, 12-8:26
INS correspondent, wife vacationing, 12-22:18
Present circulations, rates retention urged, 10-20:13

Press freedom gains in orient, Baillie says, 11-10:58
Press wins tribute for self-censorship, 9-8:64
Principle behind two baker dailies, 12-29:24
Publisher-adman Storke sells confidence in free enterprise, 11-10:29
S. F. Examiner's public service record told, 12-29:11
Seattle a dead city without newspapers, 12-8:16
Smith tells his new concept of publishing, 11-17:43

Weingarten, Janice S.:
Advertising on team with public relations, 7-7:30
AFA votes paid president; Elon Borton named to job, 7-14:6
Air travel ads boom as restrictions go, 9-22:12
Disney keeps eye on public relations, 8-25:64
Filipino publisher tells of underground, 8-11:52
Industry ads prepare public for transition, 8-25:10
Hulme recommends interpretative news, 7-28:28
"Inquiring Mind" helps food merchandising, 7-28:60
Liquor ads dealing with sober subjects, 9-1:12
Manufacturers see selling hurdle ahead, 9-8:69
Mrs. Roosevelt talks about her activities, 10-6:18
Shopping column turns ad-venture and clicks, 8-4:58

Werne, Benjamin:
Approval necessary for many "extras," 7-14:44
Employment status of newspaper boys, 9-22:62
Obligation to rehire veteran is explained, 7-28:62
Points to be watched in union bargaining, 10-6:70
Questions, answers on veterans' rights, 8-11:56
Rulings on veterans' job rights applied, 8-25:60
What employers may say about unions, 9-8:66

West, W. W., Schools offer source of ads directly to vets, 10-13:18
White, Egbert, War Department purge of army paper told, 11-17:78
Wilson, Richard, Army P. O. keeps soldiers from keeping posted, 7-7:26
Winkler, Paul, Paris Post gets off to July fourth start, 7-7:46
Wise, Francis J., One-woman show aids city's needy, 12-29:58
Wolseley, R. E., Worldover Press at Wilton, Conn., 12-1:29